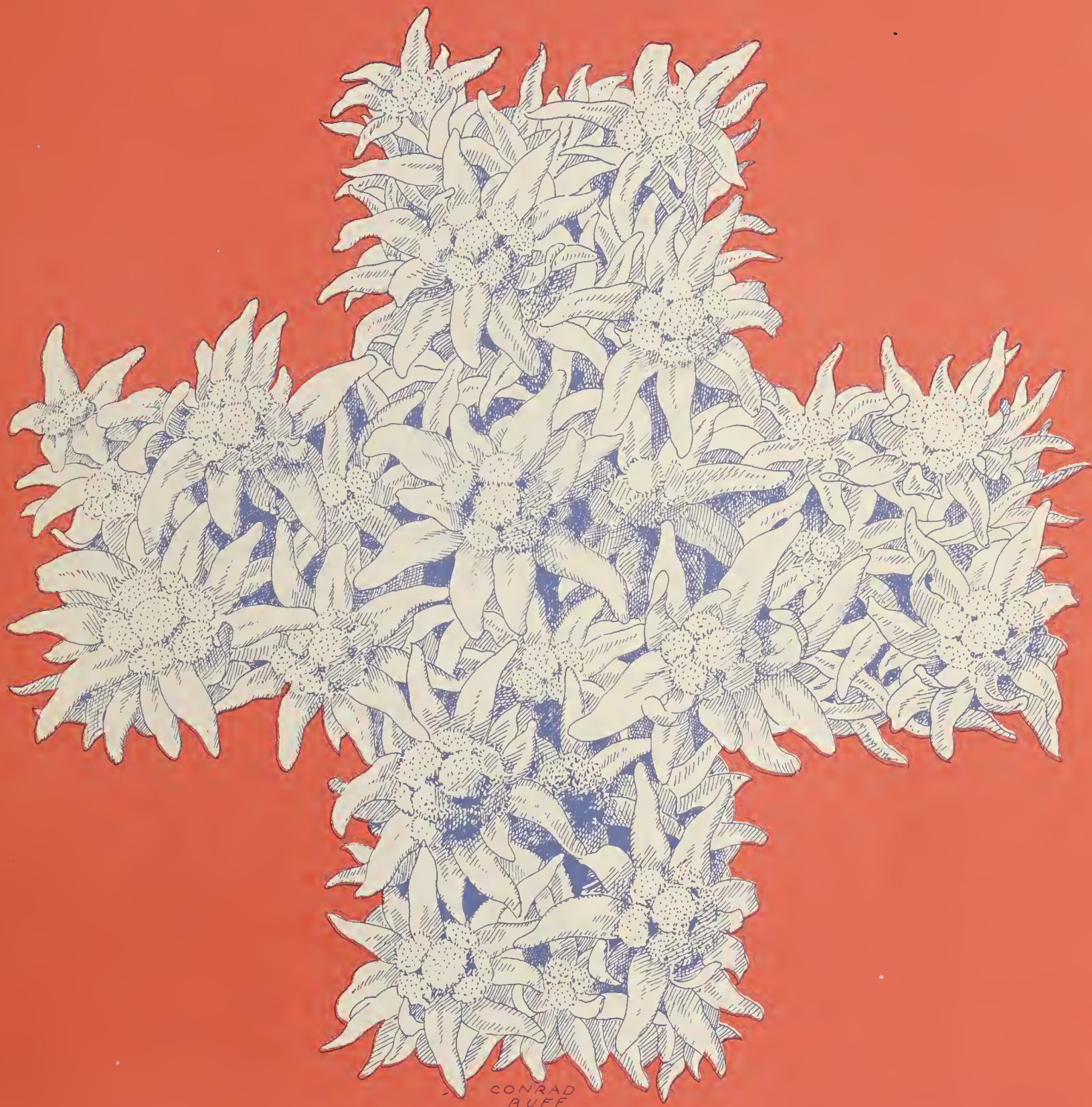


SOUVENIR PROGRAM



FIFTH PACIFIC COAST SWISS SINGING AND YODELING FESTIVAL
LOS ANGELES, CALIFORNIA **JUNE 5, 6, 7 - 1948**



WITZERLAND...

calling all Swiss-Americans

As the Fifth Pacific Coast Singing and Yodeling Festival makes colorful news with its three-day frolic, the Swiss National Tourist Office extends sincere good wishes to all who see—and make possible this annual celebration.

The Festival is more than a happy combination of songs, sports and customs that are uniquely Switzerland's. It also accents again the freedom and democracy that both Switzerland and the United States will always cherish. Remember, too, that whenever Switzerland "calls" you for a visit that the Swiss National Tourist Offices in San Francisco and New York are always at your service for literature or information.



SAN FRANCISCO: 661 MARKET STREET
NEW YORK: 475 FIFTH AVENUE





THE HON. FLETCHER BOWRON
Mayor of Los Angeles

FLETCHER BOWRON
MAYOR

OFFICE OF THE MAYOR
CITY HALL
LOS ANGELES 12, CALIFORNIA

March 16, 1948

To the Members of the
Swiss Singing Societies
of the Pacific Coast

Greetings:

It is a pleasure to welcome to Los Angeles
the members of the Swiss Singing Societies of the
Pacific Coast.

We are happy to have you as our guests for
this spring event, to hear the songs of Switzerland,
and renew the time-honored customs of Swiss Alpine
life.

May you derive real enjoyment from your
visit to our city and may every success attend the
Fifth Pacific Coast Swiss Singing and Yodeling
Festival to be held in world famous Hollywood Bowl.

Cordially,

M A Y O R

OUR BORDERS . . . to the North



The Rhine at Basel . . . a natural frontier . . . the link between Switzerland and the seven seas.

. . . to the South



South of the Gotthard . . . the temperate Tessin . . . a land of mountains and lakes . . . of fertile fields and hospitality.

MESSAGE
from the
SWISS CONSUL
at
LOS ANGELES



The Fifth Pacific Coast Swiss Singing and Yodeling Festival will provide excellent and unusual entertainment for thousands of visitors, as well as fun and satisfaction for all the singers, but further than that it will serve another good purpose. It will be representative of an important aspect of the life of the Swiss people: Singing, one of its many national hobbies.

Hobbies for relaxation from strenuous work are a physiological necessity for everyone, and the Swiss people are well-known as hard workers. Hence, their age-old habit of cultivating sound national hobbies, as part of their community life; Group singing, rifle shooting, gymnastics, and other popular sports. Lucky is the nation, where the majority of the people take an interest in such sound and healthy pastimes. The innumerable local sport societies in Switzerland are the backbone of the country's defence and its many singing societies greatly add to the people's cultural standing.

Almost simultaneously with the Swiss Singing Festival at Los Angeles, the people in Switzerland will stage a National Singing Festival at Berne, and the Swiss Government have considered this event important enough to serve as an adequate background for the elaborate official celebration of the 100th anniversary of the present Swiss Federal Constitution.

In their eagerness for the cultivation of group singing as a popular and sociable pastime, my fellow countrymen of the West Coast are true chips of the old "Helvetian Block," and at the same time are contributing something worthwhile to the cultural texture of the great American Nation.

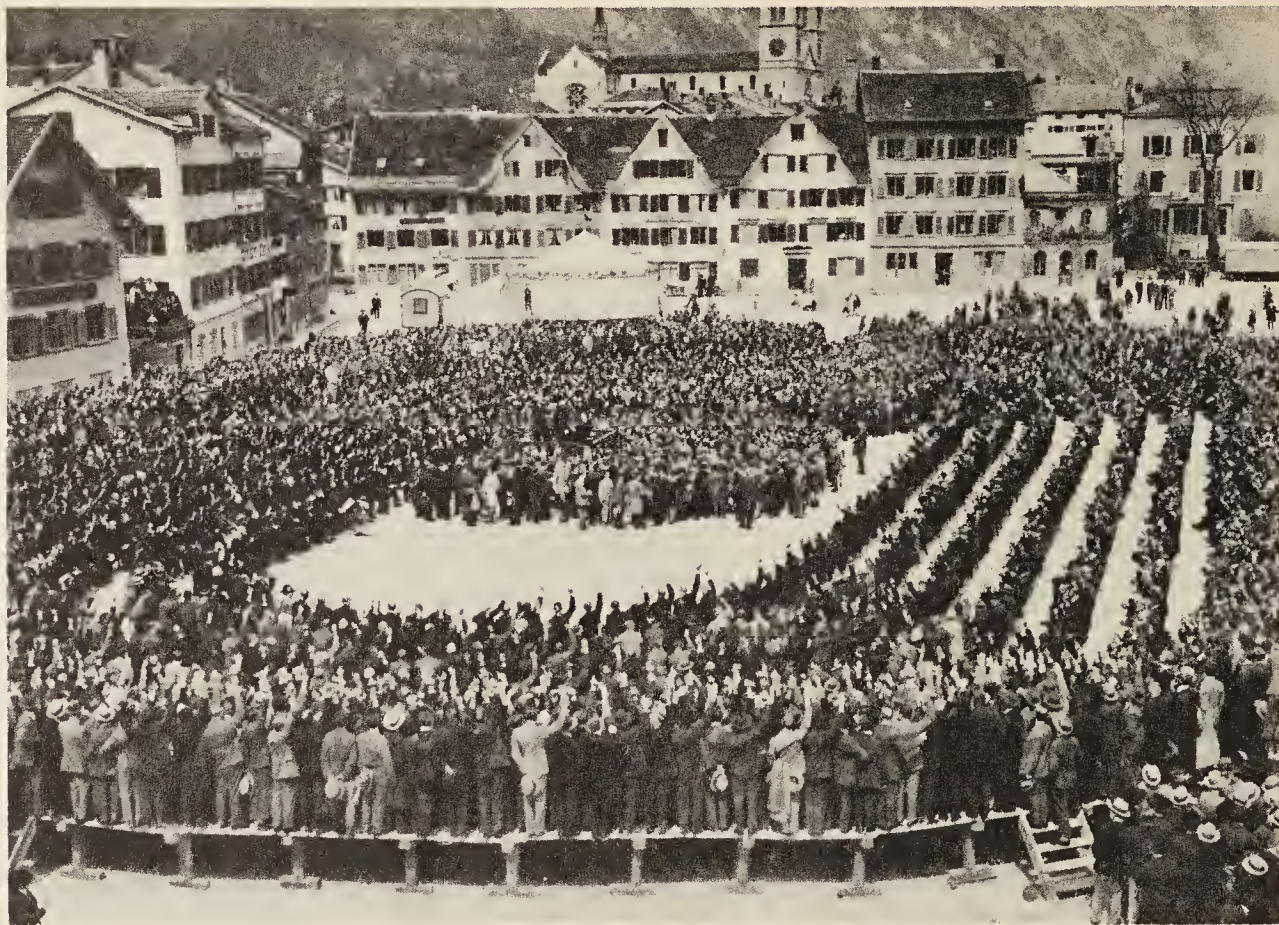
I am, therefore, well pleased, that a group of fellow countrymen in my Consular District, the Swiss Singing Society "Harmonie" of Los Angeles, ably assisted by our genuine Swiss Entertainers "D'Moserbuebe," have taken the initiative in staging this Swiss Singing Festival on the West Coast. Their courage may be measured by their choice of the world-famous Hollywood Bowl as the main setting for the Festival, and their devotion to the task they have shouldered is splendid. Confidently, I extend to them my congratulations for their enterprising spirit and best wishes for a well deserved, full success.

To all of you, Swiss singers from the West Coast: Good Luck at the Fifth Pacific Coast Swiss Singing Festival, and a hearty welcome to Los Angeles for everyone. You may be sure that the sun will greet you down here in Southern California with an unending smile, that too will warm your hearts.



DR. WALTER SCHMID
Consul of Switzerland

DR. WALTER SCHMID, Swiss Consul.



The partakers of a 700-year-old custom.

THE LANDSGEMEINDE

The Original Form of Democracy in Switzerland

If we enquire into the origins of modern democracy, we shall find that it springs from three roots. Its name points back to ancient Greece, where the assembly of free men was already a political institution. The chief impetus to the onward sweep of the democracy of modern times came from the west in the declaration of the Rights of Man made by the United States of North America, which was, in its turn, adopted by the French Revolution, in the Age of Enlightenment, as the basis of its reconstruction of human society. While these democratic movements are familiar all the world over, too little is still known of the modern form of the sovereignty of the people which has descended direct from the Middle Ages in the "Landsgemeinden" (Folk-moots) of Alpine Switzerland. There is proof that the "Landsgemeinde" goes back to the year of Magna Carta, and in five of the twenty-five cantons it has remained a living institution down to the present day. Thus we have here a primeval form of democracy, with a tradition older than that of most dynasties in the world, for there are Landsgemeinden where the men assemble every spring at the very place where their forefathers, the contemporaries of the movement of liberation symbolized in the figure of William Tell, gathered twenty generations back.

Anyone who imagines the Landsgemeinde as some moth-eaten and artificial resuscitation of an old political custom will soon be undeceived if he visits, for instance, the Landsgemeinde of Glarus. For the canton of Glarus, consisting mainly of a very narrow valley, with mountains towering up to nine thousand feet above the villages, is one of the most highly industrialized regions of Europe. It was here, at the Landsgemeinde of 1864, that the first laws in Europe were passed for the protection of the workers. There is no museum atmosphere about the Landsgemeinde. A living community, gathered together as of old, shapes its own political fate in self-imposed order.

The assembly takes place in the loveliest of seasons — the spring. Through the fresh green of the spring fields, the keen-eyed factory workers and the slow, deliberate farmers, many still wearing the full beard of their ancestors, stream in from every part of the canton. They assemble in the "ring," a ring-shaped stage with benches in front for the elders of the six thousand citizens.

THE LANDSGEMEINDE . . .

Suddenly there is a silence. To the sound of music the tramp of approaching soldiers is heard. The government is coming. All heads are bared, for the people respects its self-elected rulers. No herald moves more proudly than the Sergeant-at-Arms in his flowing red and white mantle. He carries the sword of state on which the "Landammann" (the president of the cantonal government) leans during the proceedings. Then the Landammann himself approaches, his deputy, the "Landesstatthalter," at his side. Then come, in solemn procession, the five cantonal councillors, the members of the court of law, of the cantonal parliament and the high officials of state.

The Landammann takes up his stand on the platform in the middle of the ring. At his feet, as it were in the heart of the people, a few hundred schoolboys have gathered for their first lesson in citizenship in this, the finest school of citizenship in the world. The Landammann opens proceeding with a speech in which he first recounts what has been happening in the world at large, then the history of the year in the Swiss Confederation as a whole, and finally comes to speak of the Landsgemeinde. In order to recall to the assembled citizens the gravity of their responsibility in legislation and election, the oath is taken by the Landammann and the people. It is a moving moment when the many thousand hands are raised to take the solemn oath of loyalty to God, man and the assembly, while the oath thunders up from the hearts and lips of the men. Here, at any rate, there is no room for arid paper bureaucracy, but only a living community, which has for centuries maintained itself, and its respect for the individual citizen, in the teeth of all absolutisms and dictatorships.

In the course of the assembly, all elections and votes are decided by show of hands. Where there is a clear majority, the Landammann pronounces the result. In cases of doubt he calls in the advice of the cantonal councillors. In smaller Landsgemeinden actual counts are taken in hotly disputed questions, the two sides marching up in ranks of four. This may hold up business for half an hour or so, but it guarantees the accuracy of the result, if not the freedom of secret voting. The complete freedom of speech accorded to all at the Landsgemeinde may produce very dramatic moments. It often happens that the sovereign people, under the spell of some speaker's eloquence, reverses the decision taken at the prior discussion in the cantonal council. Today the competence of the Landsgemeinde is confined to the election of the cantonal authorities and certain cantonal officials, to amendments of the constitution, annual legislation and the budget. But until the end of the 18th century, when foreign policy was not yet a Federal concern, it was the Landsgemeinde which was the final authority for the conclusion of alliances with the great powers of Europe. Thus it was the Landsgemeinde which had to decide whether a mercenary pact was to be concluded or not with that all-powerful monarch, Louis XIV. Every man had the right to object or propose, and if, in the Confederation of to day, the citizen not only sends his representatives to parliament, but must himself pronounce judgment on the most important legislative proposals, if he still jealously guards his right of initiative and referendum, that goes back to the old spirit of the Landsgemeinde.

Each of the five Landsgemeinden has its own special character. The most picturesque is the Obwalden assembly on the castle hill above Sarnen. The most heated is that of Nidwalden. In Glarus, the ring and the magnificent mountain background are most impressive. In Appenzell, where men love a good song and a good joke, we might almost call proceedings jolliest, while in Appenzell Outer Rhodes they are most solemn. In this canton an old Germanic folk-custom has remained alive. According to the old principle that it is the armed man who is the free man, the citizens appear at the assembly armed with dagger or bayonet, and the unarmed intruder is soon shouted into the outer pale of the on-lookers. Thus weapons of war have here taken on a symbolic meaning, and it would be well for the world if all weapons could be thus ennobled by the union of might and right.

That is the thought that comes into my mind when I look at my Landsgemeinde dagger, on which some old armourer has engraved the Roman motto "suum cuique." For our fighting ancestors this may have been a token of defiance, but in our day it has become the watchword of justice. It is a saying which unites Christianity and democracy. The Christian respect of the person and the foundation of human laws on the divine commandments find expression in the solemnity with which Catholic Unterwalden intones the "Veni creator spiritus" while Protestant Appenzell Outer Rhodes is opening its Landsgemeinde with a hymn to God. This deep faith in their community under the fatherhood of God is not only the root, it is also a guarantee of all democracy, and without this political form of the community, no freedom, no justice and no lasting peace can be imagined or achieved among men and nations.

GEORGE THUERER

OUR BORDERS . . . to the West



Geneva, a thriving metropolis . . . the center of fine instruments, of precision watches . . . the site of the League of Nations.

. . . to the East



St. Moritz in winter . . . a by-word for winter sports.



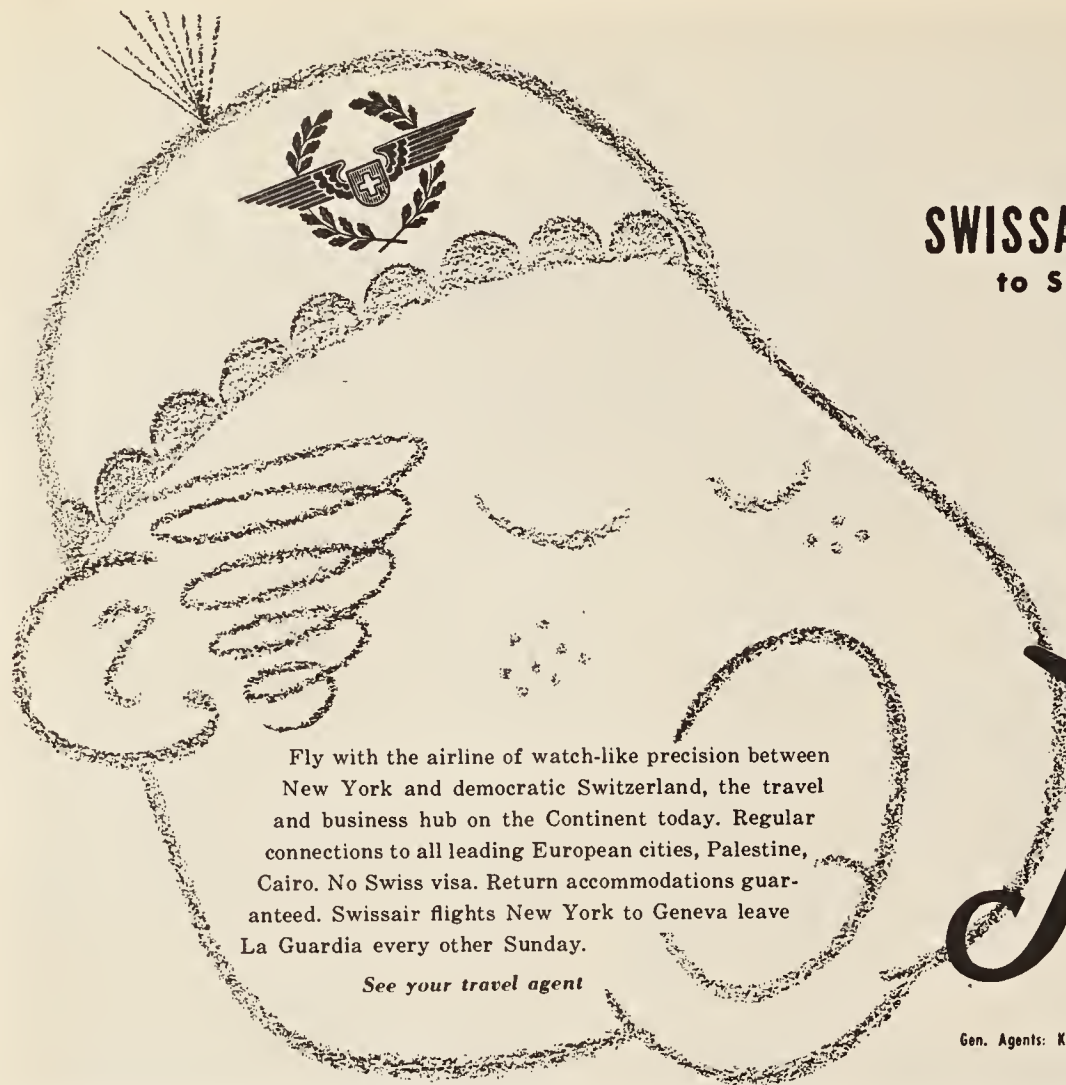
EXECUTIVE COMMITTEE OF THE
Swiss Singing Society Harmonie
Los Angeles

FRONT ROW

Paul Graf
 Mrs. Hermine Schoenenberger
 Hans Schoenenberger
 Mrs. Jean Kaelin
 Ed Wheeler

SECOND ROW

Ernst Dreyer
 Roger Lauber
 Paul Moser
 Werner Wahl
 Walter Schenk



SWISSAIR

to Switzerland and Europe



Swissair
THE AIRLINE OF SWITZERLAND

Fly with the airline of watch-like precision between New York and democratic Switzerland, the travel and business hub on the Continent today. Regular connections to all leading European cities, Palestine, Cairo. No Swiss visa. Return accommodations guaranteed. Swissair flights New York to Geneva leave La Guardia every other Sunday.

See your travel agent

Gen. Agents: KLM Royal Dutch Airlines • 572 Fifth Avenue, New York 19, N. Y.
Phone: LO 5-2000 • Air Freight: WH 4-9210

SWISS BANK CORPORATION

NEW YORK AGENCY

15 NASSAU STREET

NEW YORK 5, N. Y.

Office of the Chairman and General Management

BASLE, SWITZERLAND

Offices in London: City Office: 99 Gresham Street E. C. 2
West End Branch: 11c, Regent Street, S.W.1

Offices in Switzerland: Basle, Zurich, St. Gall, Geneva, Lausanne, La Chaux-de-Fonds, Neuchâtel, Schaffhouse, Bienne, Chiasso, Herisau, Le Locle, Nyon, Zofingue, Aigle, Bischofszell, Morges, Rorschach

COMPLETE INTERNATIONAL BANKING FACILITIES

Executive Board of the Pacific Coast Swiss Singing Societies



OTTO KUEFER
TACOMA



GOTTLIEB RIBARY
SEATTLE



OTTO SCHWARZENBACH
PORTLAND



HANS STALDER
ALPENROESLI, SAN FRANCISCO



HANS SCHOENENBERGER
President
LOS ANGELES



MRS. BETTY PETZ
ALPENGLUEHN, PORTLAND



JOHN MEYER
MODESTO



EDW. WHEELER
Secretary



ROGER LAUBER
Treasurer



WALTER TRAUFFER
SALT LAKE CITY

A Heartly Welcome
and Best Success
To the Swiss Singers and Yodlers
of the Pacific Coast

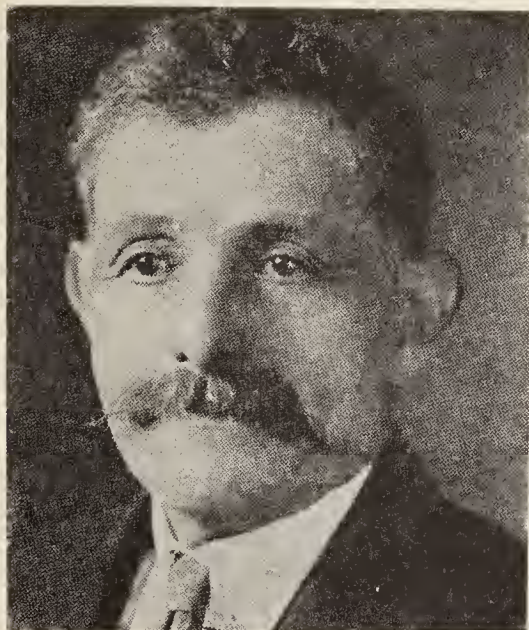
Sign Whistle Melody Lane
Restaurants Cocktail Lounges
Pastries & Candies

Los Angeles
Hollywood
Beverly Hills
Pasadena
San Francisco

CHI-CHI
Riverside
Palm Springs
Long Beach
San Diego

UNITED SWISS SINGING SOCIETIES OF THE PACIFIC COAST - - PAST PRESIDENTS

SAENGERVATER NO. 1



CHARLES BISCHOFBERGER

SAENGERVATER NO. 2



OTTO HAUSAMANN

SAENGERVATER NO. 3



FRED MUTHER

SAENGERVATER NO. 4



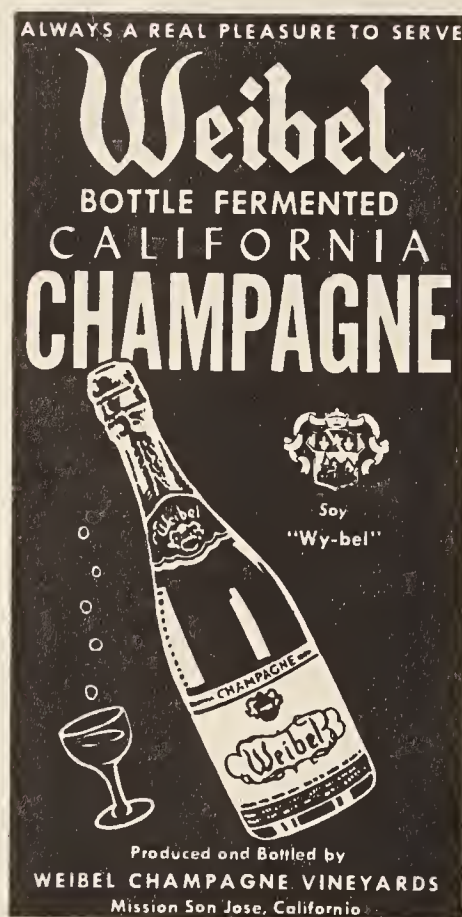
HANS FORSTER

On January 20, 1934, we founded this organization in the old Swiss Hall in Portland, Oregon, after three Northwest Swiss Singing Societies had a very successful concert. It consisted at that time of the Helvetia Male Chorus, Portland, Oregon, Singing Society Edelweiss, Tacoma, Washington, and Male Chorus Alpenroesli, Seattle, Washington. We kept alive the songs and yodels of Switzerland with Festivals in Tacoma (1935), Portland (1937), and San Francisco in 1939. The war put a sudden end to our festivities, but in 1946 Seattle opened its doors to the Harmonie of Los Angeles, the Alpenroesli of San Francisco, the Helvetia of Portland and the Alpengluehn of Portland in a most successful Festival . . . the fourth. Today, we the singers of the Los Angeles Harmonie extend a greeting hand to these Swiss Singing Societies and welcome in our fold the Swiss Chorus Edelweiss of Salt Lake City, Utah, and the Swiss Ech-O Club of Modesto, California.

the Queen . . .

Champagne

Of all the beverages of civilized man, champagne is the unchallenged queen. For sheer beauty of color, for a piquant bouquet, and that sharp, ah!— that wonderful, wonderful champagne taste — this is the unchallenged Weibel California Champagne.



The priceless ingredients of Weibel Champagne

FIRST there are the grapes themselves—plump, luscious, genuine varieties imported from the Champagne District of France.

SECOND is the rich, vineyard-soil whose fertility and adaptability for grape growing were recognized 150 years ago by the Franciscan Monks.

THEN there's the sunshine, California sunshine, where the many long sunny days make every year a vintage year for Weibel Champagne.

AND, above all, Weibel's is made under the personal supervision of the Weibel family whose experience in champagne making goes back 43 years and whose lives are dedicated to making Weibel Champagnes the quality, respected products they are.

Always a real pleasure to serve

Weibel



*Sophie Alexander
and
Lori Hertenstein
in charge of Ladies Lunch*



Festival Program

SATURDAY, JUNE 5, 1948

- 8:00 A. M. to 11:30 A.M.: Reception of visiting Singers at Festival Headquarters: Alexandria Hotel, corner 5th and Spring Streets. Registration. Get your Badges and Festival Programs.
- 9:00 to 10:00 A.M.: Rehearsal for outside singers at the Alexandria Hotel Ballroom, under direction of Adolf Tandler.
- 11:30 A.M. to 1:30 P.M.: Luncheon for visiting Ladies at Switzerland Restaurant (Moserbuebe). Address by Sophie Alexander.
- 11:30 A.M. to 1:30 P.M.: Luncheon for Presidents and Directors at Switzerland (Moserbuebe).
- 2:30 P.M. sharp: Rehearsal for "ALL" Singers of the Saengerbund at Hollywood Bowl. Transportation is taken care of.
- 8:00 P.M. sharp: GRAND CONCERT — Mass Chorus and Alpaufzug.

SUNDAY, JUNE 6, 1948

- 9:00 A.M.: Meeting of Delegates of the Member Societies at Alexandria Hotel. Singers are welcome to attend.
- GRAND SINGING AND YODELING Festival and Dedication of Pacific Singer Flag, with Picnic, at La Crescenta Park. Busses leave Alexandria Hotel at noon.
- 11:00 A.M.: Opening of Park.
- 2:00 P.M. sharp: Start of Program. Societies will appear on stage as follows:
Tacoma, Washington - - Seattle, Washington - - Portland Alpengluehn, Oregon - - Portland Helvetia, Oregon - - San Francisco, California - - Modesto, California - - Salt Lake City, Utah - - Los Angeles, California.
Yodlers and Yodeling Groups will perform following their own respective societies.
Guest yodlers from: Vancouver, B.C., Canada; New Glarus, Wisconsin; Sacramento, California; Santa Monica, California, will appear.
- DURING PROGRAM SILENCE WILL BE HIGHLY APPRECIATED.
- After Tournament, DANCE on open-air dance floor, Music by Eric Daehne's Troubadours. Busses will bring back badgeholders free to Alexandria Hotel. Admission to Park, 75c. (Badgeholders and children free.)

MONDAY, JUNE 7, 1948

- 10:00 A.M.: SIGHTSEEING TRIP through Hollywood, visit of Warner Bros.-First National Studios, then back to Florentine Gardens. (Busses leave Alexandria Hotel at 10:00 A.M. sharp.)
- 1:00 P.M.: FESTIVAL BANQUET, Presentation of Awards, and Ball, at the well-known Florentine Gardens, 5955 Hollywood Boulevard, Hollywood.
- This is the END of another grand gathering of fine song loving people and the Swiss Singing Society Harmonie is thanking you for your kind cooperation during the Festival. You are now on your own. If you wish to enjoy the famous Florentine Gardens Show, you can stay. Should you prefer to come to the 'Moserboys' Switzerland Restaurant for a "g'muetliche Hock" or "finishing touch" . . . welcome.

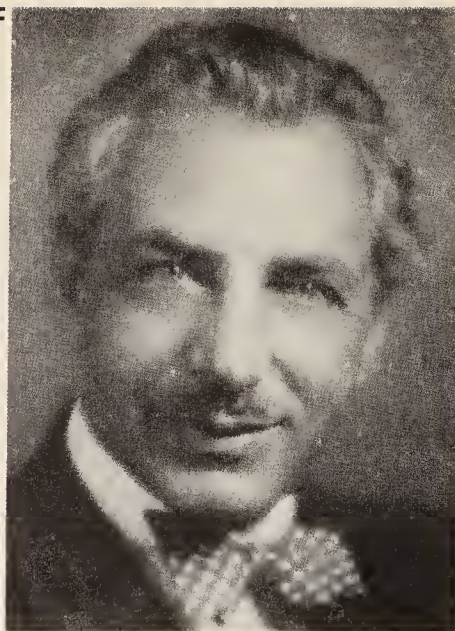
SPECIAL NOTICE — Saengerfest Badges admit holders to all activities and may be obtained at the Saengerfest Headquarters: Alexandria Hotel. Badges for active singers: \$10.00. For guests: \$14.00. This includes one \$1.25 ticket to the Hollywood Bowl. (Should you desire a better seat tickets may be exchanged at the Bowl.)

Individual Banquet tickets, without badge, \$5.00. (Must be reserved in advance. Make your reservations early.)

NOTE — All official bus riding is free.



ERICH KOKER
Edelweiss, Tacoma

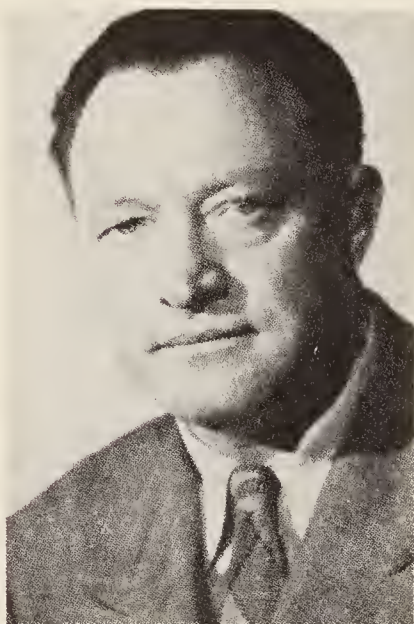


ADOLF TANDLER
Harmonie, Los Angeles

A Viennese born choir-boy and a honored Graduate of The Royal and Imperial Academy of Music in Vienna, was the Conductor of the combined choirs of ST. PAUL CATHEDRAL for nine years. With his Quartette he was brought to Los Angeles in 1910 by A. C. Billicke. Unanimously elected as Symphony Director he was for seven years (1913-20) the popular conductor of the old Los Angeles Symphony Orchestra. In 1920 Adolph Tandler had the honor of being the First American Symphony Conductor to be invited to conduct the International Mozart Festival in Salzburg, Austria.



EGON SCHMIDT
Alpenroesli, Seattle



ROBERT NEUBRANDT
Alpenroesli, San Francisco

OUR MUSIC DIRECTORS



HERMAN HAFNER
Alpenroesli and Helvetia, Portland



ALBERT J. HEPPLEY
Edelweiss, Salt Lake City



JOHN MEYER
Swiss Echos, Modesto

D' MOSERBUEBE

WISH TO EXTEND

A HEARTY WELCOME

TO ALL LOS ANGELES SONG FESTIVAL VISITORS AND PARTICIPANTS



SEE "D' MOSERBUEBE" IN ACTION

at the

SWITZERLAND RESTAURANT

4057 South Figueroa Street

Los Angeles 37 — ADams 9292

The only Swiss Restaurant in this country, where Music and Atmosphere is genuine Swiss too.



FOR YOUR PLEASURE AT HOME

HEAR "D'MOSERBUEBE" on RECORDS

in their latest presentation on Album of

'ALPINE FOLK DANCES'

available:

LOS ANGELES

Switzerland Restaurant — 4057 South Figueroa

Continental Shop — 2509 West 7th Street

SAN FRANCISCO

Rameline Gifts — 569 Geary Street

PORTLAND

Miss J. Heusser — 2114 S.E. Madison Street

Anton Schai — 226 N.E. Buffalo Street

SEATTLE

Osborn and Ulland — 2nd and Seneca Street

Nicholls Record Shop — 703 Steward Street

SWISS GYMNASTIC SOCIETY

LOS ANGELES



Congratulations and Best Wishes to Your 5th Pacific Singing and Yodeling Festival



1923 — 25TH ANNIVERSARY — 1948

President
MAURICE BOLL

Honorary President
WALTER KISSLING

Vice-President
JOE KÜTTEL

Secretary
JOE SPICHTIG

Financial Secretary
SIEGFRIED SPECKERT

Instructor
JOE BEELER

Flagman
HANS SULZER

PAST PRESIDENTS

Walter Siegrist . . . Joe Kaufman . . . Anton Kurmann . . . David Hintermister
. . . Peter Imfeld . . . Joe Wirz . . . Fred Pfarrer . . . Edwrie Wagner . . .
Albert Zurgilgen . . . Walter Kissling.

HONORARY MEMBERS

Louis Deny . . . John Sulzer . . . Walter Kissling . . . Siegfried Speckert . . . Albert Zurgilgen . . . Anton Kurmann.

PAST INSTRUCTORS

Joe Kaufman . . . Frank Boss . . . Ernest Wood . . . Fred Thoman.

New Active and Passive Members heartily welcome. Address to Secretary Joe Spichtig, 508 West Huntington Drive, Arcadia, Calif.
Phone ATwater 7-2705.

B E S T W I S H E S

Schweizer Verein Helvetia

Sick Benefit Society

Open to all Swiss and Descendants under 45 years of age.

Meets every 2nd Saturday of the month

Sons of Herman Hall, 125 East 25th Street, Los Angeles

Frank G. Roulet

President

Emil Brechbuehl

Vice-President

Edw. Wheeler

Secretary

Paul Zinnicker

Treasurer

John Werner

Financial Secretary

Trustees: Fred Huber, E. Ott, Paul Muff

500 MODERN ROOMS WITH BATH AND RADIO

SAMPLE ROOMS

CONFERENCE ROOMS

HOME OF THE

MASQUE ROOM

∴ ENTERTAINMENT NIGHTLY ∴

TELEVISION IN POMPEIAN BAR

CONTINENTAL DINING ROOM

COFFEE SHOP

Bars and Restaurants Air Conditioned

DRIVE-IN GARAGE

Rates: Single from \$3.50 — Double from \$5.00

Standard Commissions to Recognized Travel Agents

ALEXANDRIA HOTEL

FIFTH AT SPRING LOS ANGELES

FRANK WALKER, General Manager

—Member—

American Hotel Association
American Society of Travel Agents

—Approved by—

Automobile Club of Southern California
American Automobile Association



COMPLIMENTS
of
Swiss Ladies Society of Los Angeles

GET A GOOD HOME AT A REASONABLE
COST . . . Also an Expert in Remodeling
Your Present Home.

Call: CL 6-5350

OTTO CAFLISCH

Contractor and Builder



3247 Shasta Circle North
Los Angeles 41, California

STAMPINGS &
EXPERIMENTAL
WORK

G
R
E
E
N
F
I
E
L
D

DIES - TOOLS
JIGS & FIXTURES
PRECISION WORK

TOOL & STAMPING CORP.

3810 HOKE AVENUE
CULVER CITY, CALIFORNIA

TE 0-3823

TE 0-2475

TONY GREENFIELD

Swiss Singing Society Harmonie, Los Angeles



SOPRANO

Mrs. Olga Anderegg
Mrs. Marie Genhard
Mrs. Laura Hartenstein
Mrs. Jean Kaelin
Mrs. Margaret Kellerhals
Miss Lillian Kellerhals
Mrs. Elsie Kuendig
Miss Rosemarie Kuendig
Mrs. Elizabeth Launer
Mrs. Emma Piquet
Mrs. Schlosser
Mrs. Hermine Schoenenberger
Mrs. Schweizer
Mrs. Speckert
Mrs. Stoll
Miss Betty Stoll
Miss Tauber
Mrs. Anna Tschudin
Mrs. Dolores Weber

ALTO

Mrs. Sophie Alexander
Mrs. Bertha Bangerter
Mrs. Boss
Miss Rosa Boss
Miss Anna Boss
Miss Bertha Buehler
Mrs. Mathilde Buergin
Mrs. Alice Dreyer
Miss Johanna Giezendanner
Mrs. Grace Graf
Miss Joy Kellerhals
Mrs. Kempf
Mrs. Frieda Landolt
Mrs. Bertha Niederhauser
Mrs. Schloemp
Mrs. Rosa Sulzer
Mrs. Ziniker

TENOR

Emil Brechbuehl
Paul Graf
Raymond Heyer
Arthur Holzweissig
George Kellerhals
Roger Lauber
Roger Lauber Jr.
Teddy Miller
Dr. H. V. Nier
Martin Rietman
Walter Schenk
Fred Schlatter
Emil Stoll
Fred Tellenbach
Paul Ziniker
John Ziniker
Pius Von Flue

BASS

Hans Anderegg
Emanuel Bader
Otto Caflisch
Ernst Dreyer
Julius Gasser
Fred Heyer
George Heyer
John Hirnschall
Otto Kaelin
Rudolf Kuendig
Max Muehlethaler
Emil Niederhauser
Edward Ott
Hans Schoenenberger
Werner Wahl
Ed. Wheeler
Ernie Wick
Emil Zesiger

Tony Hertenstein
Adolf Tandler, Director
Albert Moser
Paul Moser
Kobi Hoesli

At the Salute of the American flag by other nations the host society, "Harmonie," will sing for the first time anywhere, the music to "The Pledge of Allegiance," composed by Adolph Tandler, the Festival Director.

GREETINGS AND BEST WISHES

Colonie Suisse Romande

President

DR. HENRY V. NIER

First Vice-President

CHARLES F. MEYLAN

Second Vice-President

ALFRED GUYOT

Secretary

M. PAVID

Treasurer

EDMOND SENFTEN

Meets every third Monday of the month
International Institute, 435 South Boyle Avenue, Los Angeles, California,

Best Wishes . . .

J. E. COBERLY, INC.

LINCOLN MERCURY
DEALER



1400 West 8th Street

DRexel 4242

For Quality and Best Service in
Flowers, Call:

SWISS FLORIST
ARizona 7-1934

*Your Orders Will Receive Our
Personal Attention*



Gertrud S. Haueter
11705 West Pico Boulevard
Los Angeles 34, California

ALPENROESLI MALE CHORUS

SEATTLE, WASHINGTON

Organized 1933



Founded in 1933, the "Alpenroesli" soon became the center of the social life in Seattle's Swiss Colony. With semi-annual concerts and other entertainments we succeeded in keeping the good old Swiss spirit and the Swiss Yodelsong alive in our City. After participating in the Pacific Coast Songfests of Tacoma, Portland, San Francisco and Seattle, we are happy and proud, to join our sister societies in the Hollywood Bowl.

GOTLIEB RIBARY, President

ARNOLD RUSCH, Vice-President

ARTHUR HALDER, Secretary

PAUL BOEGLI, Librarian

WALTER ZOBRIST, Treasurer

EGON SCHMIDT, Director

FIRST TENOR

Hans Forster
Werner Gloor
Walter Furrer
Anton Endress
Bernhard Hartman
John Linder
Jack Sonderegger
Alvin Wiese
Peter Reisinger
Carl Ullrich

SECOND TENOR

Nick F. Biel
Ernest Leibundgut
Gottlieb Ribary
Arnold Rusch
Ulrich Mettler
Alfred Schaublin
Erwin Weinman
Oscar Truttman

FIRST BASE

Paul Boegli
Walter Baur
Andy Digleria
Arthur Halder
Eugene Hartman
William Keller
Fred Schiersch
Hardy Schmidt
Hardy Trafzger

SECOND BASE

Oscar Fox
Bill Grew
Joe Bischofberger
Lloyd Holtz
Adolf Hug
Matt Kaelin
Ed. Schwarzenberger
Walter Zobrist

Swisconsin comes to California . . .

All types of natural cheese products direct from "Little Switzerland" New Glarus, Wisconsin, Manufacturers of Natural Cheese since 1870.

Cheese Gift boxes for all occasions shipped direct to you from "Little Switzerland."

All types of home made Swiss sausages and smoked meats.

- SWISCONSIN STALL 112 — FARMERS MARKET
3rd and Fairfax — Phone: WY 6906
- SWISS CHEESE STALL 135 — VALLEY MARKET TOWN
6127 Sepulveda Boulevard — Phone: ST 5-7202
- SWISCONSIN STALL — FARMERS MARKET
Fresno, California
- Information regarding wholesale, mail orders and franchise contract:
SWISCONSIN OF CALIFORNIA — 444 East Colorado
Pasadena 1, California — Phone: SY 3-2101

HOME OF SCHILLERS PAGEANT

WILLIAM TELL

Held annually since 1938 on each Palm Day (in English) and on the preceding Sunday (in German Swiss). The pageant is presented in a natural amphitheater with the traditional color and costumes of Switzerland. Additional information write President of William Tell Society, New Glarus, Wisconsin. For pictorial information see National Geographic Magazine — June 1947.

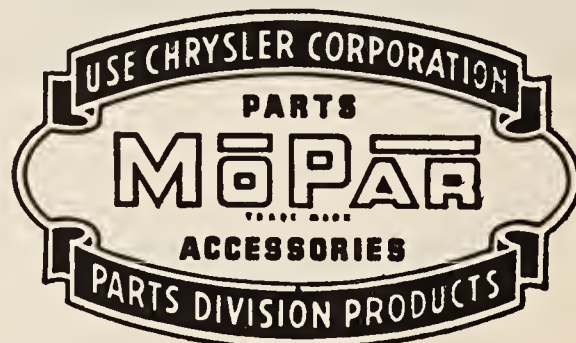
Compliments

of

Wilson & Co.



960 North Vignes Street
Los Angeles, California



PELTON MOTORS INC.

Distributor Wholesale and Retail Parts
DODGE AND PLYMOUTH MOTOR CARS

DODGE "JOB-RATED" TRUCKS

1345 South Figueroa Street, Los Angeles 15, Calif.

PRospect 6041

Location of Parts Divisions

1348 Georgia St. 707 E. 7th St.
Los Angeles 15, Calif. Los Angeles 21, Calif.

Hollywood Branch:

6322 De Longpre Avenue, Los Angeles 28

Largest Chrysler Corporation Parts Distributor on the Coast

EDELWEISS SWISS SINGING SOCIETY

TACOMA, WASHINGTON



SOPRANOS

Betty Burgi
Anna Reichlin
Josephine Schoepfer
Frieda Kueffer
Rose Stacher
Ida Robb
Bertha Schilter
Alberta Schmid
Eliza Spane
Rosemarie Mettler

TENORS

Otto Kueffer
Werner Schmid
Fritz Boren
Jack Schoepfer
Rudy Burgener
Albert Ley
Louis Mettler

ALTOS

Frieda Burgener
Margaret Emenegger
Marie Lindauer
Bertha Kuenzi
Agnes Moser
Anne Moser
Mary Moser

BASS

Adolph Kuenzi
Joe Burgi
Charles Bischofberger
Gottfried Cavelti
Frank Moser
Joe Moser

BLUE JAY RESORT - *Near Lake Arrowhead*

Southern California's Finest Play Ground



Ice Skating

SUMMER and WINTER

BLUE JAY ICE RINK

H. Leuthold



DR. HENRY V. NIER
D. C., PH. C.

HEALTH RESTORED
By Modern Drugless Methods

1022-1026-1027 LOEW'S STATE BUILDING

707 South Broadway TUCKER 1022
Los Angeles 14, California

We Salute the Sons and Daughters of
Switzerland with Sincere Good Wishes



M. E. BEAR & COMPANY

Makers of the Finest Quality Flavors and Special
Food Ingredients for All the Branches of the
Food Industry.



602-604 Mateo Street

LOS ANGELES, CALIFORNIA

HELVETIA MALE CHORUS

PORTLAND, OREGON



ROBERT ISLER, President

PHILIP LEITHERER, Vice-President

BART FRITSCH, Librarian

JOHN RICHARD, Secretary

ERNEST FREY, Treasurer

HERMAN HAFNER, Director

1st TENOR

John Huggler
George Haldiman
Jack Huwyler
Gustav Ihle
Albrecht Krebs
Fred Moser
Eugen Nothacker
Otto Schwarzenbach
Rudolf Schuepbach
Alfred Jaggi
Rudolf Weber
Max Zbinden
Emanuel Zeller

2nd TENOR

Otto Haldiman
John Hofer
Robert Isler
Fred Michel
Berhard Miller
Ernest Megert
John Manser
Francis Hall
Emil Fitze
Henry Frutiger
Ernest Nitze
W. O. Schenk
Christ Dreyer
Frank Streicher
John Wachter
Calvin Pieren

1st BASS

John Bigler
Ernest Frey
Julius Frey
Ben Hofmann
Sam Hafner
Barth Fritsch
Anton Gassman
Joe Deiss
Frank Lyoth
Phillip Leitherer
Joe Mueller
Alfred Noyer
John Richards
Otto Gnehm
Walter Gehring

2nd BASS

Fred Peren
Mike Amacher
John Boegli
Fred Grogg
Rudolph Lamprecht
John Wyler
Werner Nussbaum
Walter Petz

Rehearsals are held every Wednesday at 8:15 P.M. at Red Men Hall, SE 9th Avenue and Hawthorne Boulevard, Portland, Oregon. Singers and Visitors are welcome.

Pacific Coast Saengerfest Committees

Hans Schoenenberger
Hermine Schoenenberger
Mrs. Jean Kaelin

Adolph Tandler
Paul Moser
Paul Graf
Ernst Dreyer
Ed. Wheeler

Werner Wahl
Walter Schenk
Roger Lauber

HONORARY CHAIRMEN

Mayor Fletcher Bowron

Dr. Walter Schmid
Consul of Switzerland

MUSIC COMMITTEE

Adolf Tandler	Mrs. Bertha Niederhauser
Hermine Schoenenberger	Walter Schenk
Hans Schoenenberger	Paul Graf
Mrs. Jean Kaelin	Emil Niederhauser
Mrs. Frieda Landolt	Paul Moser

PRESS

Ed. Wheeler Werner Wahl

FINANCE

Roger Lauber	Mrs. Kellerhals
Werner Wahl	George Heyer
Mrs. Kaelin	Paul Graf

ADVERTISING

Walter Schenk	Emil Niederhauser
Dr. Henry Victor Nier	Cesar Tschudin
Roger Lauber	George Heyer
Teddy Miller	Emil C. Wick

HOTEL AND BANQUET

Ed. Wheeler	Hermine Schoenenberger
Laura Hartenstein	Mrs. Jean Kaelin
Sophie Alexander	Roger Lauber
Paul Moser	

REFRESHMENTS

Otto Kaelin George Kellerhals
and members of Ladies' Swiss Society

TRANSPORTATION

Walter Schenk	Mrs. Jean Kaelin
Mrs. Hans Schoenenberger	Fred Tellenbach

Emil Niederhauser and members of Swiss
Gymnastic Society

LADIES' LUNCHEON

Mrs. Sophie Alexander Mrs. Laura Hartenstein

COSTUME AND POSTER DESIGNER

Mrs. Roeseli Moser

COSTUMES FOR DANCES

Walter Rechsteiner

HOLLYWOOD BOWL AND PROGRAM COVER
Mr. Conrad Buff

LA CRESCENTA PARK FESTIVAL COMMITTEE

Hans Schoenenberger	Roger Lauber
Paul Graf	George Heyer
Ernst Dreyer	Mrs. Jean Kaelin
Walter Schenk	

and members of Swiss Society Helvetia.

DECORATIONS COMMITTEE

Tony Sanger Paul Moser

Paul Graf	Hans Anderegg
Ernst Dreyer	Gottfried Schlatter
Emil Brechbuehl	Otto Caflisch
P. Zinicker	

PROGRAM COMMITTEE

Adolph Tandler	Cesar Tschudin
Hans Schoenenberger	Walter Schenk
Paul Moser	
Dr. H. Nier	Map and Signs:
Mrs. Jean Kaelin	George and Ray Heyer
Mrs. Laura Hartenstein	Printing:
Edw. Wheeler	Frank Roulet

PARKING

Roger Lauber, Jr.

SWISS LADIES CHORUS "ALPENGLUEHN"

PORTLAND, OREGON

Organized 1941



ANNA VAN DYKE, President
 LOUISE THOMAS, Vice-President
 SELINA HUNZIKER, Secretary
 BETTY MICHEL, Treasurer
 MAE KAUFMAN, Librarian
 Director: Herman Hafner

ACTIVE MEMBERS:

Louise Bacher
 Margaret Burri
 Bertha Chisholm
 Cecilia Dreier
 Caroline Fritsch
 Martha Frei
 Margaret Feusi
 Ida Grogg
 Frieda Haldeman

Selina Hunziker
 Johanna Heusser
 Helen Gehring
 Rosa Jaggi
 Mae Kaufman
 Elizabeth Leuthold
 Christina Leuthold
 Rosa Lyoth
 Fanny Marty

Marie Michel
 Bertha Michel
 Betty Michel
 Bertha Mariani
 Mary E. Nydegger
 Mrs. Manser
 Betty Petz
 Marie Reichen
 Anna Richards

Anna Schupbach
 Louise Thomas
 Anna Van Dyke
 Marie Wachter
 Agnes Woelfli
 Elizabeth Wyler
 Lydia Wuethrich
 Caroline Zwald
 Elizabeth Zbinden

Rehearsals are held every Monday night, 8 P.M. at Room 602, Y.W.C.A. Building, SW Broadway and Tayler Streets, Portland, Oregon. Visitors are welcome.

Central Chevrolet Company Says:

WELCOME

to the

SWISS-AMERICAN PEOPLE

AND OFFERS

High Quality Service at Low Cost

Auto and Truck Repairs - Lubrication - Body Work - Painting

Seat Covers - Radio Repairs

NO MONEY DOWN TERMS

COURTESY CAR TO DRIVE

24-HOUR PARTS AND REPAIR SERVICE



CENTRAL CHEVROLET COMPANY

7th and Central

"Your Factory-Direct Dealer"

TRinity 6631



Try

CHALLENGE

"NATURAL-EYE"

**SWISS
CHEESE**

ASK YOUR DELICATESSEN

Ask

For

TIVOLI



The
**BONDED
BEER**



BREWED IN LOS ANGELES

by

STEWART McKEE & CO.

SWISS SINGING SOCIETY

ALPENROESLI OF SAN FRANCISCO



Seven Swiss Lovers of Songs founded the "Alpenroesli" in March, 1892, in San Francisco. They did not waste any time, but started to sing right the first evening they met, under the leadership of Adolf Banz, who kept on leading the Society up through 1906. During the summer months the Society had been a male chorus, but in the winter the ladies joined and made it a very successful mixed chorus.

Although we are an "Alpenroesli," we were not always bedded on roses. In distress of times we became a male chorus again. As such we sang at the Second Pacific Coast Saengerfest in Portland. But a few months before we had already changed back to a mixed chorus and have sung as such ever since.

We were host to the Third Pacific Coast Saengerfest in 1939.

In 1942, in spite of war, we had a big celebration of our fiftieth anniversary.

In the history of the Swiss Colony of San Francisco, we have always been the main-spring of all her activities.

We, the Alpenroesli, of San Francisco, are proud to be the guest of you, the Harmonie of Los Angeles and greet you with our Theme Song:

"ALPENROESLI GEMUTLICHKEIT"

Eintracht, fried und frohen Sang
Kommen wier zu pflegen
Alte Sitten, Heimatklang
Wollen stets wier hegen.

Schweizer, Frohsinn uns beselt
Laest in uns der Yodler aus
Unser lied ist unsere welt
Lassen Gram und Sorg zu Haus.

TENOR

Fred Baumer
Joe Bissig
Mathi Bucher
Carl Gutbrod
Earl Campini
Cesar Grolimund
Ralph Hishier
Fred Furrer
Ed. Keller
Eugene Rietman
Hans Stalder
Frank Straka
John Shoop
Martin Tuffli
Julius Weynacht

BASS

Albert Enderlin
Walter Fisher
Jack Hohl
Bob Hallenbarter
Ernest Muther
Fred Muther
Gustave Marki
Frank Renner
John Raguth
Leo Schwab
Fritz Schneider
Gustave Schmid
Gottlieb Schmid
Otto Staeger
G. Lanz
Ernest Peter

SOPRANO

Mrs. Elisa Bayer
Mrs. Sofie Brennan
Mrs. Betty Brombach
Mrs. Paula Bernhauser
Mrs. Lina Biser
Mrs. Elsa Boesh
Mrs. Dora Campini
Miss Erna Eberli
Mrs. Agnes Kohler
Mrs. Marie Moesch
Mrs. Fay Stalder
Mrs. Ida Salathe
Miss Betty Sutter
Miss Dusy Schoop
Mrs. Bertha Strebel
Mrs. Theresa Osdowski
Mrs. Anna Welter

ALTO

Mrs. Anna Butscher
Mrs. Luisa Bucher
Mrs. Hulda Frey
Mrs. Luisa Schmid
Mrs. Marie Simmen
Miss Louisa Van Moos
Miss Rita Schoop
Mrs. Barbara Murray
Mrs. Elisa Zumbuhl

YODELGROUP

Mrs. Elsa Boesh
Mrs. Ida Salathe
Mrs. Hulda Frey

Mrs. Elisa Zumbuehl
Leo Schwab

Fred Muther
Joe Bissig
Werner Lauden



Hans Schoenenberger, President



The Hollywood Bowl . . .

PROGRAM
PART 1
Directed by Mr. Adolph Tandler
SCENERY

MATTERHORN
By Conrad Buff

WILLIAM TELL
By Tony Saenger

NATIONAL ANTHEM

1. Ode an Gott

"Alles Leben stroemt aus dir"

Tobler

United Swiss Singers of the Pacific Coast.

(Song der Appenzeller Landsgemeinde).

2. Address of welcome by Mr. Hans Schoenenberger, Pres. of the P.C.S.S.C.

Address by the Hon. Fletcher Bowron, Mayor of the City of Los Angeles.

Peter Ballbush, Master of Ceremonies.

Greetings from Dr. Walter Schmid, Consul of Switzerland.

Compliments —

WALTER SCHENK'S

— COMPLETE —

AUTOMOTIVE SERVICE



1102 WEST SIXTH STREET

CORNER OF BIXEL

MAdison 9-8117

Los Angeles 14

A. BIEDERMAN

AIRCRAFT INSTRUMENT

Sales - Service - Repairs

Distributor KOLLSMAN Instruments

Sales and Service: Sperry - Pioneer - Weston

25 YEARS AIRCRAFT INSTRUMENT SERVICE

C.A.A. Repair Station 197

GRAND CENTRAL AIR TERMINAL - GLENDALE 1, CALIF.

Telephone: CItrus 1-1628



Open Air Hall of Fame.



Adolph Tandler, Director

PROGRAM — (Continued)

Presentation of the Musical Directors and Presidents of the Participating Singing Clubs

3. Morgenlied Walter Schmid
Male Massed Choir.
4. Massed Ladies Chorus.
"Da moechti sy" Rudolf Tchiemer
5. Andante and Allegro, from the Overture to William Tell Rossini
Accordionists: Tony Hertenstein and Jakob Hoesli from the Moserbuebe.
- b. Flag Twirling by the Harmonie Youngsters, Dir. Elizabeth Launer
Schoenenberger and Moserbuebe.

The Best Wishes to the Singers

JACK GRAF

CHRIST SCHILT

from the

SWITZERLAND CAFE

Compliments . . .

Swiss American Bakery and Pastry Shop

WEDDING - BIRTHDAY CAKES
BASLER LECKERLI

1225 East Compton Blvd. Compton, California
(One Block West of Long Beach Boulevard)
MR. and MRS. JULES GASSER

Compliments . . .

CHARLES THOMASSET

NEXT TIME BUY YOUR BATTERY FROM—

MEYLAN BATTERY WORKS

CHAS. R. MEYLAN

(Since 1923)

1335 South Main Street

PRospect 6-9364

LOS ANGELES 15, CALIFORNIA



TONY HARTENSTEIN AND JACK HOESLI
(Moserbuebe)
The world-renowned Swiss accordion duet



INSTRUCTOR OF THE HARMONIE YOUNGSTERS
Mrs. Elizabeth Launer Schoenenberger

PROGRAM — (Continued)

6. Massed Male Chorus.

- a. Klinge mein Lied, Op. 23 Franz Loschelder
- b. Mi's Doerfli (Swiss Folk Song) with Yodel Hans Buchler

7. Franciscus Nagler:

"Ein Walzer Strauss von Strausswalzern"

(Das Maerchen von Johann Strauss als Walzerkoenig).

Massed Mixed Chorus

Piano: Mrs. Sophie Alexander — Schoenenberger and Mr. Alex Karnbach.

15 Minute Intermission

Ann Schlosser -- Catering

Charles — Delicatessen and Restaurant



1385 Westwood Boulevard
WESTWOOD VILLAGE



FLY KLM
**TO ALL
EUROPE**

KLM's Royal Route all the way

Fly via Amsterdam to Paris, Stockholm, Prague, Zurich, Rome, Geneva, Copenhagen, Madrid, London (via Prestwick) and other European cities.

Freight Space Available All Flights



K.L.M.

ROYAL DUTCH AIRLINES

See your local travel agent or call KLM Royal Dutch Airlines, Hollywood Roosevelt Hotel, Los Angeles, Gladstone 8669.

SWISS CHORUS EDELWEISS

SALT LAKE CITY, UTAH

ALBERT HEPPLEY, Director

CHARLES GROB, Accompanist



The Swiss Chorus "Edelweiss" had its beginning in 1934, when it was started on the 5th of November with about 20 members. Our first director was Julius Billeter. President of the chorus was at that time Eugen Strasser. Weekly practices were held, interspersed with social get-togethers. Many beautiful Swiss songs were learned and enjoyed. From there on the chorus took care of all the 1st of August festivities and from a modest beginning worked up a bigger and better audience every year. In 1947 the chorus gave 16 different programs in different places. These programs usually consisted of chorus singing, solos, duets, trios, "Laendlermusik," yodeling, accordion duets, flagdrills, etc. Today the chorus counts 40 active members, of whom 30 will attend the Fifth Pacific Coast Swiss Singing and Yodeling Festival, under the present leadership of Albert Heppley. President of the chorus is Werner Lohner, Secretary is Anna Fink.

SOPRANO

Melanie Bacher
Marie Balmer
Liesel Barthel
Anna Baumann
Lilly Egli
Alice Feurer
Gretel Grob
Hulda Heppley
Bertha Hertig
Lydia Lerch
Margrit Lohner
Margrit Strasser
Martha Wuethrich

ALTO

Hedy Balmer
Anna Fink
Bertha K. Hertig
Louise Katwyk
Lisy Keller
Bertha Lerch
Susie McBride
Trudy Ramseyer
Rosa Schilling
Hermine Trauffer

TENOR

Paul Bacher
Fritz Balmer
John Balmer
Edwin Baumann
Julius Billeter
John Haltinner
Walter Hertig
Robert Tschaggeni

BASS

Alfred Balmer
Fritz Barthel
Joseph Egli
Arthur Feurer
Charles Grob
Albert Heppley
Werner Lohner
Eugene Strasser
Walter Trauffer

Compliments of . . .

**RECCO MAID EMBROIDERY
COMPANY, INC.**

(HANS RECHSTEINER)



Chicago 30, Illinois

Compliments and Best Wishes for Success.

A true friend of the Swiss . . .

ADOLF ROBISON
**ROBISON
TEXTILE COMPANY**



434 West 52nd Street
West New York, New Jersey

Compliments of . . .

**CHICAGO EMBROIDERY
COMPANY**

(JOHN BODENMANN)

Chicago 22, Illinois



MANUFACTURERS OF
EMBROIDERY OF ALL TYPES

SPECIALIZING IN
SWISS SCHIFFLI

Lots of Good Wishes and Success . . .

**STANDARD SWISS
EMBROIDERY COMPANY**

(EMIL C. WICK)

MANUFACTURERS OF
FINE QUALITY INSIGNIAS FOR ALL
PURPOSES



4416 South Vermont Avenue
Los Angeles 37, California

Swiss Echoes, Modesto, Calif.



Reading from left to right on the first row: Altos: Mrs. Karl Von Moos, Mrs. Frank Sieber, Miss Eda Mae Kaiser, Mrs. John Meyer. Sopranos: (first row) Miss Alice Aufdermaur, Miss Anna Lou Zumstein, Mrs. Louis Steiner, Mrs. Joe Schleiss.

Reading from left to right on the second row: Soprano: Mrs. John Vogel. Altos: Mrs. Joe Zumstein, Mrs. Casper Bauman, Mrs. Joe Werlen, Mrs. Arnold Inderbitzen-Dirigent, Mrs. Melvin Weyand. Sopranos: Second row) Miss Louise Betschart, Mrs. Emil Ott, Mrs. Louis Durrer, Mrs. Joe Reichmuth, Mrs. Carl Reichmuth, Mrs. Louis Aufdermaur.

Reading from left to right on the top row: Bass: Mr. Louis Steiner, Mr. Karl Von Moos, Mr. Emil Ott, Mr. John Meyer. Tenor: Mr. Fred Ott, Mr. Louis Durrer, Mrs. Louis Blattler.



GREETINGS

Rainier Brewing Company
Los Angeles

I wish you all the success possible.

A. L. Cattani

Parent Office:

ST. GALL
Switzerland

COTTON GOODS

Imports
&
Domestic

Stoffel & Co. Inc.

271 Church Street

NEW YORK

MAX FISCHER, President

BEST WISHES

THE ELITE FOOD CENTER

2907 SUNSET BOULEVARD

Highest Quality and Personal Service in Our Meat
Department.

Grocery Department Carries Finest IMPORTS and
Local Merchandise



DAILY DELIVERY

Phones: NO 7101

NO 4134

TANNER GRAY LINE MOTOR TOURS

SIGHTSEEING

U-DRIVES

LIMOUSINES WITH LIVERIED CHAUFFEURS



TANNER MOTOR LIVERY

320 South Beaudry

MUtual 3111

Welcome to Los Angeles

UNITED SWISS SINGERS

Sunset Milling and
Grain Co.



PIKES PEAK FLOUR

RANCH-WAY FEED

1498 East 4th Street

Los Angeles, Calif.

A Rhapsody In Brew



Maier

SELECT BEER
IN GOOD TASTE SINCE 1875

MAIER BREWING COMPANY - LOS ANGELES

COMMENTARY OF PART TWO

It is customary in Switzerland each spring for the farmers who dwell in the low lands or valleys to drive their cattle to the mountain regions of the country for the duration of the summer. This action is taken in order to enable the animals to enjoy a much more nourishing quality of grass, which can only be found in the pastures of the Alpine ranges. A small group of herdsman is appointed to assemble and take care of all the cattle combined, which are gathered from the various individual farms surrounding a specific village. While the cattle are away, the farmers are able to devote their time to gathering and storing the hay, untouched on the home fields, for winter consumption.

Mr. Paul Moser presents to you for the first time in this country a rendition of the day of the "Depart for the Alps," at which time the herders get the cattle together to drive them away among songs and yodel of the villagers; and also of the day of the "Homecoming from the Alps," which is the day of the "Alpine Festival," a holiday of songs, dances and national games, taking place in the village where the farmers congregate to receive the returning cattle.

Picture yourself in such a village in Switzerland at the foot of the mountains; it is Sunday, a beautiful spring morning, you hear the church bells, which are so significant in Switzerland; from the mountain side the tones of the Alphorn come to your ears, a herder is expressing his joy of the approaching day through the melodies of this original instrument. A Yodler joins him, his beautiful voice echoing through the valley; across the way, on the other side of the mountain, his sweetheart answers his call with her own sweet yodel. The cattle is assembling, the herders get ready for the "Depart," they are leaving for the mountains, the villagers bidding them good bye; you see them leave, the cow bells are still ringing in your ears.

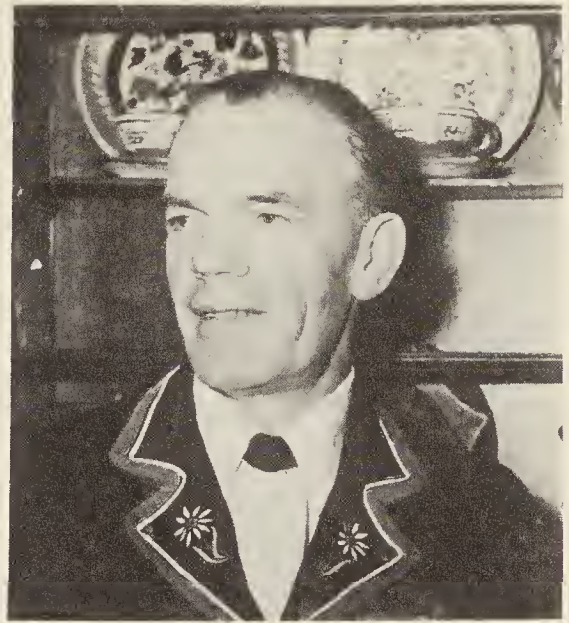
(The Alphorn is an original Swiss instrument, only played in the mountain parts of Switzerland. It is from eight to fifteen feet long, made of wood of a certain fir tree. If it is played at a suitable location in the mountains, it can create 10 to 12 echoes to a distance of five to ten miles. It is not used for any kind of alarm signal, it is an instrument expressing peace and joy.)

Fall is here and snow storms are threatening in the mountains. You are back in the village. From the mountain side you can hear the bells which are worn by the home coming cows. The village folks are getting ready for the welcome and the numerous cattle owners are anxious to see their returning animals, expecting them to look better after a few months of feeding upon the rich mountain grass. Championship honors will be awarded to the best appearing specimen. They are arriving, the festival begins. Boys and girls are wearing their native costumes and are singing various folk songs combined with yodel melodies. They dance their native dances. Strong men compete in wrestling, which is a national sport in the Swiss mountain regions. Flag twirling is also a national game and you will be happy watching it. These festivities, so thoroughly enjoyed by the simple mountain people, will continue way into the early morning hours, they have been looking forward to this day and are not failing to enjoy every moment of it.

It is hoped that you, too, derive great enjoyment out of this presentation and that these few words help you to understand the characteristics of this Second Part of the Program.



AUTHOR AND DIRECTOR
Paul Moser



MUSICAL DIRECTOR
Albert Moser

SECOND PART
ALP-AUFZUG -- AELPLER CHILBI -- ALP ABZUG
(SWISS ALPINE LIFE)

Author and Director: Paul Moser

PARTICIPANTS

- | | | |
|--|---------------------------|----------------------------------|
| "Harmonie Los Angeles" | Director: Adolph Tandler | Swiss Singing Society |
| "The Schoenenberger Family" | | |
| "Moserbuebe" | | Moser Bros. |
| "Harmonie Youngsters" | | Instr., E. Launer Schoenenberger |
| "International Dance Circle" | Director: Paul Erfer | |
| "Sonia and Her Protegees Bonita and Iolanda" | | |
| "Turnverein Los Angeles" | Director: Walter Kissling | Swiss Gymnastic Society |
| "Ruedi Kuendig with Adohr Farm Cattle" | | |
| "Alois Abacherli from Chino with his Swiss Cattle" | | |

With Our Best Wishes . . .

MERIT LIQUOR STORE

A FINE LINE OF WINES

LIQUORS and BEER

JOE MILLER, Proprietor

757 West Washington Blvd. PProspect 9527
LOS ANGELES, CALIFORNIA



Knudsen

DAIRY PRODUCTS

"The Very Best"

CREAMERY FRESH
SOLD ONLY AT FOOD STORES

COMPLIMENTS
of
K. & K. DAIRY

W. A. KISSLING

R. W. KÜNDIG

Torry 6-1565 Topaz 2-2359

Downey, California

OLD *California* FAMILY

Throughout 40 years of continuous service, Golden State has developed a complete Family of Fine Dairy Products. In each of these delicious foods you can be certain of the same high standards of purity and flavor that have made Golden State Milk and Ice Cream such California favorites. So ask for Golden State—and be sure.



For Success . . .

SCHIRMER & FRANKEN

SAUSAGE KITCHEN



905 WEST JEFFERSON

Phone: PRespect 1616

YOU STRIKE IT RICH IN GOLDEN STATE!



THE SCHOENENBERGER FAMILY

Left to right: Mother, Hermine Schoenenberger, outstanding Swiss Yodler; Elizabeth Launer, Sophie Alexander, Dad, Hans Schoenberger.
The yodlers in Paramount Pictures' "Emperor Waltz" with Bing Crosby

PROGRAM — (Continued)

1. Eroeffnung: "Tritt'st im Morgenroth daher" By A. Zwysig
(Opening) Music: Moserbuebe
2. Kirchenglocken (Church Bells)
3. a. Alpenhorn mit Yodel Moserbuebe and Mrs. Piquet
(Alphorn and Yodel)
b. Song of the French Speaking Part of Switzerland . . . Moserbuebe
4. Alp Aufzug Adohr Cattle
(Depart for the Alps) Chino Swiss Cattle
5. Swiss Yodel The Schoenenberger Family
(Solo Yodel by Mrs. H. Schoenenberger)

FARMERS' MARKET

Los Angeles
California

THE MARKET'S CHILDREN SHOP
ELSIE RECHSTEINER
Owner

Compliments

Best Wishes of . . .

Our Lady of Fatima School

ARTESIA, CALIFORNIA

ESTABLISHED 29 YEARS

DRexel 2434

SWISS FIRM

JORDAN ORTHOPAEDIC INSTITUTE

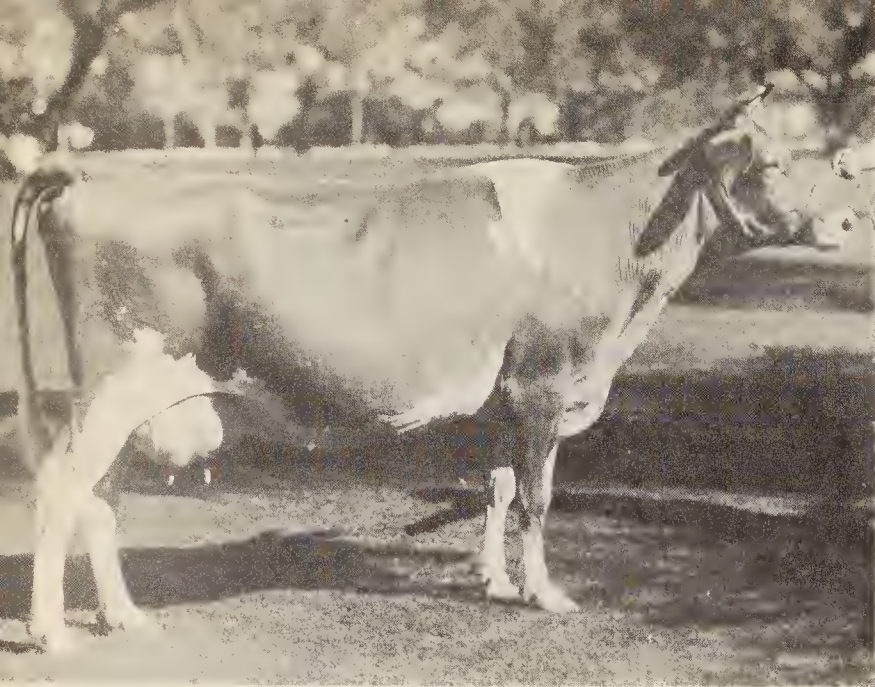
BRACES FOR ALL KINDS OF DEFORMITY

TRUSSES - ARCH SUPPORT

ABDOMINAL BELTS - ELASTIC HOSIERY

208 South Western Avenue

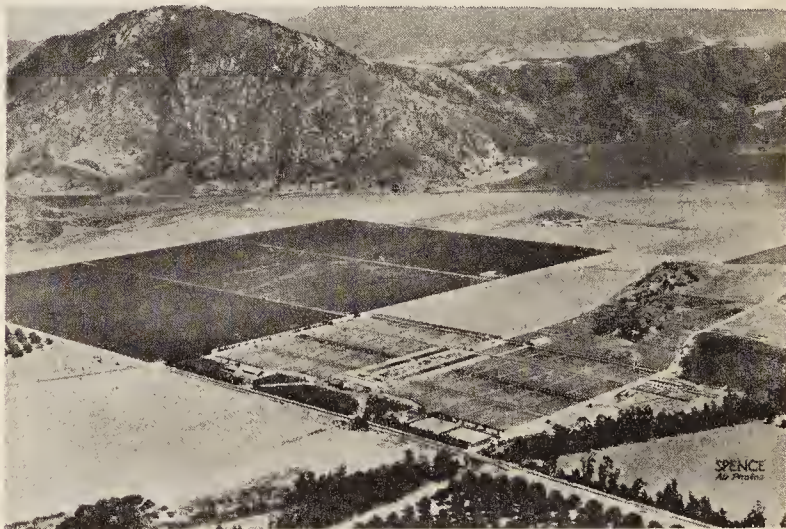
Los Angeles 4, California



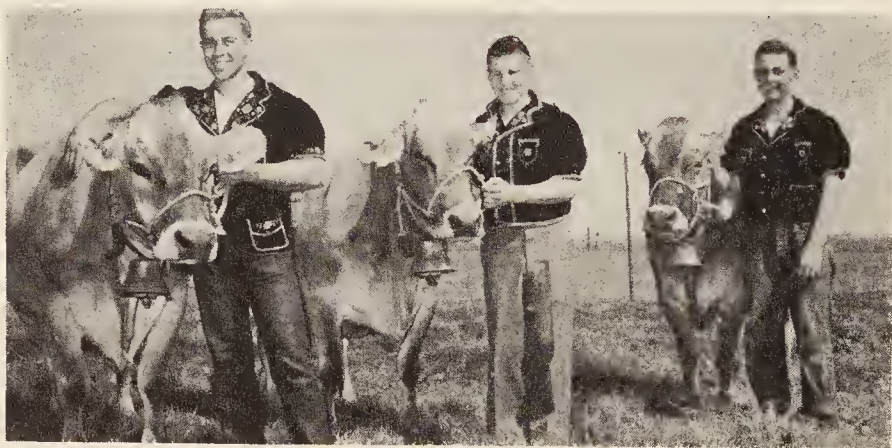
Motion Picture Star: Hundreds of thousands saw the motion picture entitled "The Story of Linetta." More thousands saw this famous Adohr Golden Guernsey at the Golden Gate International Exposition where Linetta became Grand Champion. At Adohr, we know that it takes fine cattle to produce fine milk.



This is the great Adohr Camarillo Farm in its spectacularly beautiful setting — the home of the largest Guernsey herd in all the world. Four hundred and sixty Guernsey cows are milked at one time. Adohr produces authentic Golden Guernsey Milk. It is approximately 30 per cent richer in the vitamin, mineral, protein and energy values which make milk our most important food. Adohr Golden Guernsey Milk has been awarded 24 Gold Medals for supreme excellence. Adohr Golden Guernsey Milk has a rich golden color and a delicate nut-like flavor. Adohr's best known customers are the thousands of Adohr-able Babies who have depended on Adohr Milk to give them a good start in life. Hundreds of doctors prescribe Adohr Milk for the babies in their care — the highest possible tribute to the quality standards of Adohr.



Shangri-La? No, it's the modern scientific Adohr Camarillo Farm, nestling against the head of the Santa Monica Mountain Range. The dark areas are alfalfa fields. 1600 cows comprise the milking herd at this one farm.



Walter Rohrer

Conrad Gingg

Bob Gingg

These fine heads of Swiss cattle were furnished for this show through the courtesy of Louis Abaecherli and Mr. Gingg, of Chino, Calif.

Alois Abaecherli

Louis Abaecherli, Jr.

Louis Riebli

Theresa Richenberger

Patty Black

Rosie Abaecherli





HANS SULZER
Swiss Style Wrestling



PAUL MOSER, Flag Thrower

PROGRAM — (Continued)

- | | | | | | |
|----|--|-------------------|---|---|---|
| 6. | "Luegit vo Berg und Thal"
(Swiss Folk Song) | . | . | . | Mixed Choir of the "Harmonie"
(Yodel by Schoenenberger Family) |
| 7. | Ernte Tanz mit Yodel
(Harvest Dance with Yodel) | . | . | International Dance Circle and Moserbuebe | |
| 8. | Yodellaendler | . | . | . | Moserbuebe |
| 9. | "Der Burestand"
(Swiss Folk Yodel) | By Rud. Krenger . | . | . | "Harmonie Mannerchor"
Yodlers, W. Schenk, S. G. Schlatter |

Compliments and Best Wishes . . .

TO SINGERS and FRIENDS

HANS SULZER DAIRY

DUARTE, CALIFORNIA

Pierre Lahore, Proprietor

PIERRE'S FRENCH RESTAURANT

1010 MACY STREET

Open Every Day, including Sundays

Appetizers - French Liqueurs - Cocktails - Banquet Room

FREE PARKING IN THE REAR

On East 101 Highway — Near North Mission Road

Phone: CApitol 9697 — Residence Phone, CApitol 1-8225

LOS ANGELES 33, CALIFORNIA

LOMBARDO SUPER SERVICE

AT YOUR SERVICE

2135 San Fernando Road

CA. 9085

LOS ANGELES, CALIFORNIA

—COMPLIMENTS OF—

JAMES WAENY
Downey

FLORIN LUTZ
Oakdale

BLUE STAR DAIRY FARM

PRODUCERS AND DISTRIBUTORS OF DAIRY PRODUCTS

Phone: Topaz 22946

7166 Stewart Gray Road

DOWNEY, CALIFORNIA

—COMPLIMENTS OF—

FLORIN LUTZ
Oakdale

JAMES WAENY
Downey

CLARIBEL LIVESTOCK CO.

THE BEST IN DAIRY HEIFERS

Phone: Oakdale 5636

Route No. 2, Box 360

OAKDALE, CALIFORNIA



THE "MOSERBUEBE"

The Moser Brothers who with their original Swiss Yodels have made a great lasting impression on stages throughout the world.
The yodlers in Paramount Pictures' "Emperor Waltz" with Bing Crosby

PROGRAM — (Continued)

10. Volks Spiele (Folk Songs - Games) . . . Tony Hartenstein and Jack Hoesli
 a. Accordion Duet . . . (from the Moserbuebe)
 b. Wrestling — Fingerziehen . . . Turnverein of Los Angeles
 c. Tessinertanz . . . Sonia, Bonita and Iolanda
 Dances of the Italian Part of Switzerland
11. "Alpabzug Volkslied" By Emma Hofer . . . "Harmonie Ladies' Choir
 (Swiss Folk Song)

Greetings and Best Wishes . . .
 TO SINGERS and FRIENDS
 of the Pacific Coast

Julius Hofer & Son Dairy
 SAN DIEGO, CALIFORNIA

SCHWEIZER SCHALLPLATTEN und BUECHER

(Grosstes Lager an der Westkuste)

CONTINENTAL SHOP

(Dorothy u. F. K. Ferenz)

2509 West Seventh Street Los Angeles 5, California

SPECIALIZING IN QUALITY SWISS SAUSAGES
 OF ALL KINDS

Eggnauer's Quality Food Mart

GABRIELLA EGGNAUER

8475 South Central Avenue Phone JEFFerson 0267
 (Corner 85th Street)
 Los Angeles 1, California

ACME



Fine Beers Since 1860



Brewed in Los Angeles by ACME BREWING CO

Bohemian Distributing Company

LOS ANGELES 11



**If You Insist on
QUALITY in Both
MERCHANDISE and SERVICE**

FROZEN FRUITS
FROZEN VEGETABLES
FROZEN SEAFOOD

... WE SPECIALIZE AS purveyors to discriminating bakeries, restaurants and institutions in Southern California.

QUALITY COL-PAK

Phone CHapman 5-1183

Compliments of . . .

J. L. SCHLOSSER



CHEVROLET DEALER

SALES & SERVICE



MAX SCHULZ

866 South Western Avenue FEderal 1312

Los Angeles, California



Hermine Schoenenberger

THE HARMONIE SOLO YODLERS

Walter Schenk

Emma Piquet

PROGRAM — (Continued)

12. a. Echo Yodel
- b. Ruf Yodel (Call Yodel) "Yodel Choerly der Harmonie" and Moserbuebe
- c. Walzer Yodel

13. a. Vo Luzern uf Weggis zue . . . "Harmonie" and Moserbuebe
 (Swiss Folk Song with Yodel)
- b. Swiss Folk Dances International Dance Circle
- c. Alpabzug Adohr and Chino Cattle and Herdsmen
 (Alp Homecoming)



SCHWEITZER'S BAKERY
 COMPLETE
 RESTAURANT SERVICE
 Decorated Cakes a
 Specialty
 EXposition 1371
 115 North Vermont

G. PIUMA CO.

SWISS CHEESE

Established 1889

Importers of Fancy and Staple Groceries

ITALIAN OLIVE OIL A SPECIALTY

Telephone: MUtual 1941

LIQUORS - WINE AND BEERS

608 North Spring Street
 Corner Sunset Boulevard

607 North Main Street
 Los Angeles 12, California

Compliments . . .

WEBB'S FROZEN FOOD LOCKERS

3438 North Tyler Avenue
 EL MONTE, CALIFORNIA

O. H. KRUSE GRAIN & MILLING

"FEEDS FOR ALL NEEDS"

1909 South Tyler Avenue

Phone BU 8-9895

EL MONTE, CALIFORNIA



"Yodel Choerly der Harmonie"

Front row: Mrs. Hermine and Hans Schoenenberger, Mrs. Alexander-Schoenenberger, Mrs. Margaret Kellerhals, Fred Tellenbach, Mrs. Elsie Kuendig, Teddy Miller, Mrs. Roesli Sulzer, Walter Schenk, Mrs. Frieda Landolt, Roger Lauber.

Back row: Mrs. Emma Piquet, Fred Schlatter, Mrs. Elizabeth Launer-Schoenenberger, Ray Heyer, Mrs. Frieda Kissling.

14. FINALE

At the Salute of the American flag by other nations the host society, "Harmonie," will sing for the first time anywhere, the music to "The Pledge of Allegiance," composed by Adolph Tandler, the Festival Director.

Compliments of

THE FARMERS
FINE SAUSAGE VARIETIES
FANCY SMOKED MEAT VARIETIES

2852 West Valley Boulevard

Alhambra, California

GREETINGS FROM . . .

SWAN DAIRY

ROBERT KNITTEL

3072 North Sierra Madre Boulevard
Pasadena 8, California

PERLEY'S

COMPLETE AUTOMOTIVE SERVICE

JAMES J. PERLEY

1102 West Sixth Street

MAdison 0268

LOS ANGELES 14, CALIFORNIA

Courtesy of . . .

PELTON MOTORS, INC.

Hollywood Branch

DODGE AND PLYMOUTH CARS
DODGE TRUCKS

1357 North Vine Street

HOLLYWOOD, CALIFORNIA

Hillside 6161



Our Internationally Known Dancer
S O N I A
 and her
 PROTEGES — **BONITA** and **IOLANDA**
 Dance and Live!
 Just Joy give
 Life is fleeting here
 Keep gay and **SINCERE!**



PAUL ERFER
 Well known Folk Dance Instructor.
 Director of the International Dance Circle.

F. G. Roulet Printing



4117 South Broadway
 Los Angeles 37, Calif.
 CE 25797



We, the Swiss Singers of the Harmonie of Los Angeles wish to express our gratitude to the business firms and friends who, through their support, have made this program possible and we ask our readers to remember them in the future.

GREETINGS AND BEST WISHES

FOR A SUCCESSFUL SAENGERFEST

A Friend

Best Wishes from . . .

GIACCHINO BROTHERS

PASTRIES & CAKES

EUGENE GIACCHINO

101 South Western Avenue

FEderal 5174



*SOUR DOUGH
 Exclusive*

*FRENCH
 Bread & Rolls*



The Alphorn Blower (Paul Moser)

COFFEE SHOP COCKTAIL LOUNGE

ADJOINING

ATWATER MOTEL

in

ATWATER, CALIFORNIA

on

HIGHWAY 99

MODERN DELUXE CABINS

Air Conditioned

Tile Showers

If you are looking for a good night's rest on your travels between Los Angeles and San Francisco or vice-versa, you always find friendly courteous SWISS SERVICE

by
LOUISE and MATT BUCHER
Managing Owners

Phone Atwater 24

Malzacher Laxatives

"All Ways Right" "Always Bright"

America's Finest Laxative
is an original
SWISS Formula



Order \$1.00 Trial Bottle, Containing
60 Malzacher Laxative Tablets
by

Phone: **FE 9995**

or

Mail — **MALZACHER PRODUCTS CO.**

439 South Western Avenue

Los Angeles 5, California

SUNDAY JUNE 6, 1948

2:00 P. M.

BIGGEST SINGING AND YODELING TOURNAMENT EVER HELD ON THE PACIFIC COAST
at the La Crescenta Park, La Crescenta, Calif.

NATIONAL ANTHEM

SWISS HYMN

Played by the Famous Moser Boys

1. Ode an Gott (United Swiss Singers of the Pacific Coast) Tobler
2. Address of Welcome by Hans Schoenenberger, President U.S.S.P.C.
Dr. Walter Schmid, Consul of Switzerland.
3. Alpine Overture by the Moser boys.
4. DEDICATION of new Swiss-made Pacific Singer Flag. A Flag recommended by Saenger-
vater Charles Bischofberger, Tacoma, and approved at the Meeting of Delegates at Seattle,
Washington, July 1946.

The Moser boys will play the Swiss traditional Fahnenmarsch.

The "Harmonie" Singing Society will greet the flag with their Saengergruss
(by Adolf Tandler)

Special Greetings from Basel (recorded.)

SINGING AND YODELING CONTEST

During Performance, Utmost Silence is Highly Appreciated

1. Gesangverein Edelweiss, Tacoma, Washington — Director: Erich Koker
 - a. Eusi Heimet, s'Schwyzerland E. Grolimund
 - b. Seetalerliedli A. L. Gassmann

Yodler — Solo, Miss Rosemarie Mettler

European and American Specialties in Fine Pastries and
Decorated Cakes

HAUSER'S PASTRY SHOP

FRITZ HAUSER, Proprietor

4817 South Broadway Phone ADams 3-1404
LOS ANGELES 37, CALIFORNIA

Greetings from . . .

FAMILY HANS ISELY

2808 Rosecrans Avenue

NORWALK, CALIFORNIA

GLAZE-O-NUT

COFFEE AND DO-NUT SHOP

CATERING TO CLUBS AND PARTIES

Fresh Do-Nuts 24 Hours Daily

2468 West Washington Boulevard PA 0055
Los Angeles 7, California

Dinner Served from 4 to 9 P.M. - Sunday from 12 to 9 P.M.

WHERE
HUNTINGTON
MEETS
FOOTHILL



ONE MILE
WEST OF
SWISS
CLUB

Catering to PARTIES

and BANQUETS

1800 East Foothill (U. S. Highway 66) Phone: Mon 8601
DUARTE, CALIFORNIA

REAL ESTATE

LOANS

INSURANCE

Maurice D. CURTIS Realtor

NINE OFFICES TO SERVE YOU .

Main Office

2748 Valley Boulevard

BU 8-6845 - BU 8-2462

WEST EL MONTE, CALIFORNIA

INTERSTATE RESTAURANT SUPPLY Co.

JACK LAX, Representative

901 East 31st Street

ADams 3-4322

Los Angeles 11, California



EUGENE BISCAILUZ
Sheriff of Los Angeles County



County of Los Angeles

Office of the Sheriff

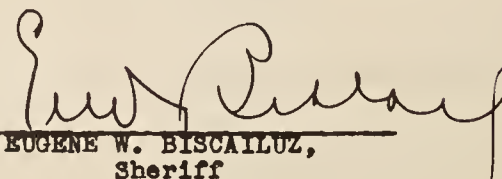
EUGENE W. BISCAILUZ, SHERIFF

ARTHUR C. JEWELL, UNDER-SHERIFF

Los Angeles 12, California

April 26, 1948.

Most sincere congratulations to my good friends
of the United Swiss Society of the Pacific Coast upon
the presentation of their 5th Song Festival and Swiss
Singing Harmony of Los Angeles, at the Hollywood Bowl,
June 5, 1948.


EUGENE W. BISCAILUZ,
Sheriff

PROGRAM — (Continued)

2. Male Choir "Alpenroesli," Seattle, Washington — Director: Egon Schmidt
 a. "Vaterland" by Jos Ivar Mueller
 b. "Heimweh Lied" with Yodeling by J. Ehrensberger

Yodels: Selections by Seattle Alpenroesli Double Quartet.

3. Duett — Marie V. Gritly Meyer and Sister From Vancouver, Canada:
 a. Echoyodel by Krenger
 b. d' Meitschi hei d'Buebe Verfuehrt C. Fellman

Solo — Gritly Meyer a. Walalp Jodel
 b. d'r Zwaenggrind

**Watch the Flag Twirling by the
Harmonie Youngsters after the
musical program.**

4. Swiss Ladies Chorus: "Alpengluehn," Portland, Oregon — Director: Herm. Hafner.
 a. "Na de Berge" arr. by Mr. Herm. Hafner
 b. "Die Rose im Tal" by Hummel

YODLERS

Group a: "Alpine Sweetheart," — G. Yodel Fantasie — Duet, Nydegger Sisters
 2a. s'Schwyzerhusli — b. Nach em Rege Schint d'Sunne — Betty Michel, Solo Yodel.

5. Male Chorus "Helvetia," Portland, Oregon — Director: Herm. Hafner.
 a. Im Walde Heinrich Schaeffler
 b. Huet gehn mir auf die Alma Arr. by Herm. Hafner

Yodels by Wisconsin's Betty Kneubuehl

Our Swiss Yodlers from far away



BETTY KNEUBUEHL
Soloist from
New Glarus, Wisconsin



ROSEMARIE METTLER
Soloist
From Tacoma



GRETLI MEYER
Yodler from
Vancouver, Canada

**BERT ROVERE'S
PARIS INN**

WORLD FAMOUS
RESTAURANT
&
NITE CLUB
SINCE 1921

OPERATIC WAITERS CHORUS
UNSURPASSABLE CUISINE
LUNCH DANCING
NO COVER CHARGE
FLOOR SHOWS
ADAM-EVE BAR
ART GALLERY
TWO BANDS

A MUST FOR ALL VISITORS

210 EAST MARKET STREET
LOS ANGELES, CALIFORNIA PHONE MI 8481
(One Block East of City Hall)
PLENTY OF PARKING SPACE FREE PARKING AT DOOR

Compliments
of

EDGEMAR FARMS

Quality Dairy Products

Since 1880

TE. 0-3771 AR. 9-7705 S.M. 63165



SWISS ECHO YODELER GROUP — MODESTO, CALIFORNIA Reading from left to right: Mrs. Karl Von Moos, Mrs. John Vogel, Mrs. Helen Werlen, Mrs. Arnold Inderbitzen, Mrs. Frank Sieber, Mrs. Emil Ott and Mrs. Louis Aufdermaur.

HICKORYSWEET
HAM :: BACON :: SAUSAGE

WHOLESALE - RETAIL

8768 South Main Street Phone TWinoaks 9935
LOS ANGELES, CALIFORNIA

M. LIABEUF

SWEET WINES — DRY WINES
FONTANA, CALIFORNIA.

1149 South Poplar Phone 4231
COLTON AVENUE
POPLAR STREET (One Block South of Valley Boulevard)

Compliments . . .

ROBERTS BUICK

135 West Foothill Boulevard Telephone 1-1221

MONROVIA, CALIFORNIA

Compliments . . .

ALICE TOMMEN

14058 South Woodruff
BELLFLOWER, CALIFORNIA

PROGRAM — (Continued)

6. Mixed Choir "Alpenroesli," San Francisco, California — Director: Rob. Neubrand.
 a. Sehnsucht nach den Bergen Bearl A. H. Dorndorf
 b. Daheim by A. Heiman
 Yodler Quartett:
 1. Yodlerklang and Vofelsang by Tobler
 2. d'smaelche by Osk. Schmalz
7. Swiss Chorus Edelweiss, Salt Lake City, Utah — Director: Albert Hepply.
 a. Mir Luet am Schoene Thunersee by Schmalz
 b. Ski Walzer by Werner Huber
 Yodelsongs "Niene geht's so schoen und lustig."
 "Uf der walt si keiner Lüt." Solo by
 Miss Erica Stocker of Sacramento
8. "Swiss Echos" Modesto, California, San Joaquin Valley — Dir. and Pres: Mr. John Meyer.
 a. "Erinnerung"
 b. Alpalfahrt
 Yodlers "Mir sind zwei luschtigi Meitschi"
 "Und wenss emal schoen aper isch."
9. The Megert Sisters — Rose, Frieda and Elsie. **The Schoenenberger Family**
Paul Moser - Pius V. Flue Mrs. Hermine Schoenenberger
Fahnenschwinger Mrs. Sophie Alexander
ALPHORN Mrs. Elizabeth Launer
Old Man Schoenenberger
- Mixed Choir "Harmonie," Los Angeles, California — Director: Adolf Tandler.
 a. Herzensfruehling — Op. 41, No. 1 Jas. War Muller
 b. Appenzeller Yodel mit Glocken

Greetings from . . .

WEBER'S FROZEN FOODS

1138 S. Eucalyptus Street ORchard 7-7908
 INGLEWOOD, CALIFORNIA

GODEAU MARTINONI

FUNERAL PARLOR
 LOS ANGELES, CALIFORNIA

Compliments . . .

WESTWOOD NURSERY

FRITZ WASSMAN OTTO SCHELLING
 9786 West Pico Boulevard
 LOS ANGELES, CALIFORNIA

NATURAL THERAPEUTIC PRODUCTS —
 THROUGH YOUR DOCTOR — TO YOU

DPS "Balanced" FORMULAS

products of

DARTELL LABORATORIES

LOS ANGELES 15 CALIFORNIA
 Sold Exclusively Through the Profession

Compliments . . .

R. WIRTH

SWISS WATCH-MAKER

2234 Cochran Avenue Phone WALnut 8968
 Los Angeles 16, California

Compliments . . .

SWEET WINES — DRY WINES

M. LIABEUF

FONTANA, CALIFORNIA

1149 Poplar Avenue

Phone 4231

VISIT OUR WINERY

(One Block South of U. S. Highway 70 and 99)

BAGATELLE FRENCH RESTAURANT

672 SOUTH VERMONT AVENUE
(Between Wilshire and Seventh Street)

A REAL PARISIAN ATMOSPHERE

THE GREAT FRENCH COOKING AT POPULAR PRICES

Open from 11:00 A.M. to 10:00 P.M. — Closed Saturday

JOHANNA GIEZENDANNER

HEALTH STUDIO

COMBINATION SLENDERIZING
BODY CONTOURING AND MASSAGE
WEIGHT CORRECTION

Colonic Irrigation

Steam Vapor Cabinet

314 South Rampart Boulevard

Phone FI 8033

WEBER'S CORNER

CAFE

SERVICE STATION

WHOLESALE AND RETAIL HAY



Phone Torrey 61792

Artesia, California

Pioneer Boulevard and Center Street



The Popular
NYDEGGER
SISTERS
from
Portland, Ore.

BETTY MITCHEL
Accompanist

LOOK FOR THE WORD

SWITZERLAND

TO GET GENUINE
SWISS CHEESE

You can quickly identify real
(made in Switzerland) Swiss Cheese
by the word "SWITZERLAND"
stamped in red on the rind... it is
your guarantee of uniform quality



BACK ON THE MARKET . . . BETTER THAN EVER

BRISSAGO CIGARS

LIGHT OR DARK

Made by a Special Swiss Process

SWISS-VIRGINIA CIGAR MANUFACTURERS

1114 West Market Street

Louisville, Kentucky

Dealers Now Being Accepted — Personal Orders Filled

PICK YOUR CHERRIES AT . . .

HERMAN JENNI'S ORCHARD

CHERRY VALLEY

1051 Winesap Avenue

Beaumont

Beaumont Avenue to Brookside
Turn Right to 1051 Winesap Avenue

Yami Yogurt . . .

BULGARIAN CULTURED MILK FOR HEALTH-WISE
AMERICANS

PELLISSIER DAIRY FARMS

PARK-MESA CLINICAL LABORATORIES

LENORE LEE RALSTON

Technologist

2624 West Vernon Avenue

Phone AXminster 5218

Los Angeles, California

Compliments from . . .

THE WAITRESSES AT THE

SWITZERLAND RESTAURANT

HEDY

JEANETTE

HELEN

TRUDY

VRENI

MAE

A New Approach to Health!

CRAINOPATHY

unlocks the "powerhouse" in your brain and releases new vital energy.

CRAINOPATHY

releases cranial tension through adjustment of the central nervous system and the bones of the head.

CRAINOPATHY

works on natural principles to help the body bring about complete health.

Send 10c for Descriptive Literature

DR. NEPHI COTTAM, D. C.

Discoverer and Developer of Craniopathy

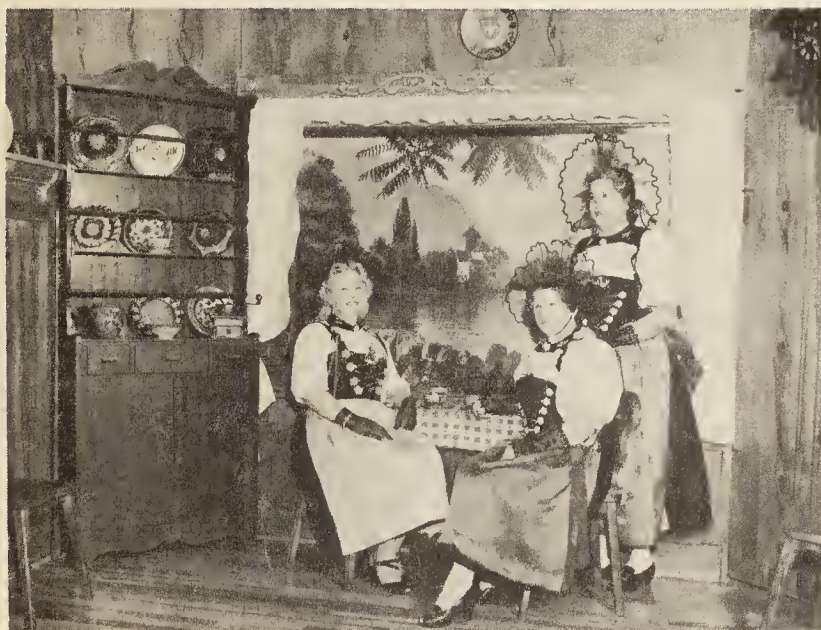
DR. PARRY COTTAM, D. C.

Associate

1017 Arlington Avenue

Parkway 4572

LOS ANGELES 6, CALIFORNIA



The Megert Sisters

Yodlers from Los Angeles



Elsie - - Roesi - - Frieda

Our Compliments to the . . .

SWISS SINGING SOCIETIES

and in appreciation of their native country.



Latchford Marble Glass Co.

LOS ANGELES, CALIFORNIA

Compliments of . . .

SI PERKINS'

GROCERIES AND MEAT DEPARTMENT



6015 North Figueroa Street

Highland Park

Los Angeles, California

BEELER BROS. NURSERY

113 South La Brea Avenue
INGLEWOOD, CALIFORNIA

Greetings from . . .

CAMEO DAIRY FARM

"CHRIS" TOLLERUP
1290 Shirley Avenue
EL MONTE, CALIFORNIA

THOMAS BROS.

MAPS STREET GUIDES

257 SOUTH SPRING STREET LOS ANGELES

Phone Mlchigan 7907

CASABLANCA FLORISTS

LOS ANGELES
5400 South Vermont Avenue PLeasant 9585 - 8836
LEIMERT PARK
1401 West Santa Barbara AXminster 6116 - 9024
INGLEWOOD
222 East Manchester ORchard 7-9887
For Any of the Above Locations Call
PLeasant 8836

BONDED WINERY No. 3754 14th Permissive District
SPECIALIZING IN HOME MADE WINES

SAN ANTONIO WINERY

Manufacturers and Distributors
WINE BEER FOR ALL OCCASION
737½ Lamar Street CApitol 5643
Los Angeles 31, California
SANTO CAMBIANICA

Compliments of . . .

CAPITOL MILLING CO.

1231 North Spring Street MUtual 8235

CHARLIE C. HENRY

CATTLE DEALER

Buy My Own Cows — Sell My Own Cows
TOP GRADES

Firestone to Bloomfield Avenue. Go north one
block to Foster — turn east one block to end.
Foster and Shoemaker



Norwalk, California

Telephone Torry 6-1239 and Torry 7-1597

— BEST WISHES —

L. A. Kitelinger

DEALER IN FINE CATTLE

Covina 6-5835

HOME DELIVERY

Driftwood
DAIRY

EL MONTE

With Our Best Wishes for a Success . . .

MR. and MRS. OTTO BUHLER



Swiss Records

HEAR THE FINEST
SWISS RECORDINGS

on

“KRISTALL -
RECORDS”

WALTER WILD with Famous Yodelers KESSLER & JSRANG

Available Only at

RUDY BURKHALTER'S

SWISS MUSIC SHOP

407-9 North Frances Street

Madison 3, Wisconsin

Distributors of Finest Swiss Accordions, Swiss Songs, Folios, etc.

BEST WISHES

MR. AND MRS. GEORGE BAUR
Sierra Madre

MR. AND MRS. JOE SPICHTIG
Arcadia

MR. AND MRS. M. BOLL
Monrovia

MR. AND MRS. K. OMLIN
Holtville

MR. AND MRS. ADOLF BANGERTE
Kernville

ALFRED WOODTLI
Portland

CHARLES BADETSCHER

FRED HEUSSER

GUS BAUMGARTNER

WALTER HAEBERLI
Chicago

BOB FLEMING

MR. AND MRS. FRED GAMPERLE

PETER BRUNOLD
Los Angeles

MR. AND MRS. EDWARD OTT
Culver City

MR. AND MRS. SCHLATTER
Los Angeles

MR. AND MRS. SPECKERT
Pasadena

BERNARD HAAS
China U.S.M.S.

GOTTLIEB FRED HERREN

HERMAN SCHABER

HAROLD MEYER

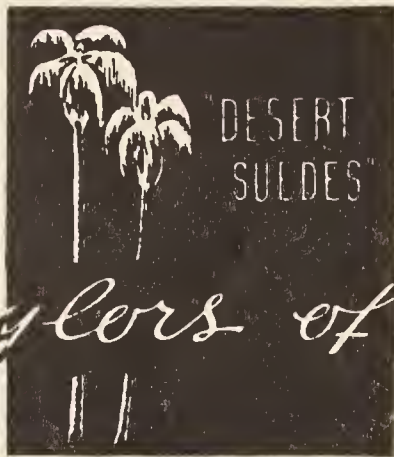
WALTER TROESCH

MAX VALLENDOR
Wilmington

ISIDOR HAMMER

ERNEST WULFKE

COMPLIMENTS
of

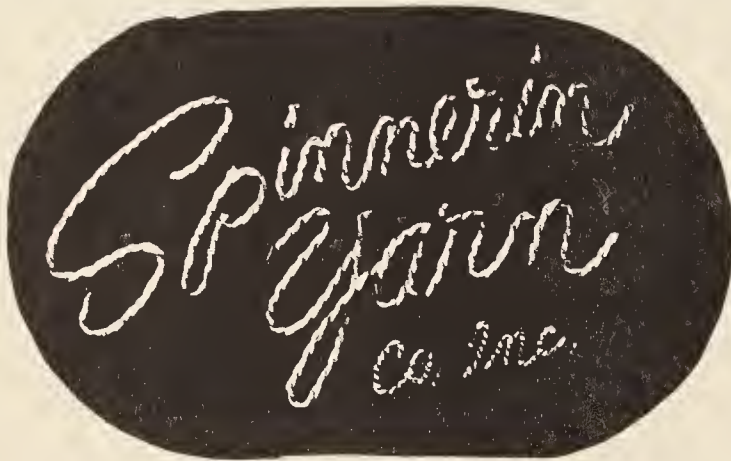


Taylor's of California

"Creators of Desert Suedes"

834 South Broadway

Los Angeles, California



California Office and Ware House

120 EAST EIGHTH STREET
LOS ANGELES, CALIFORNIA

MAIN OFFICE AND PLANT
Huyler and Wesley Streets
South Hackensack, New Jersey

•
SALES OFFICE
230 Fifth Avenue
New York

Compliments



**Greetings and Best Wishes to Everyone
At This Festival!**

**To commemorate this occasion take
home a souvenir.**

**Be sure to look at our display of
imported and domestic gift items!**



Swiss Specialty Shop, Inc.

**756 Lexington Avenue
New York, New York**

HONOR ROLL OF DONORS TO THE GREAT FIFTH PACIFIC COAST SAENGERFEST

Abaecherle, August
 Abaecherle Brothers
 Abegglen, Alfred
 Alexander, Sophie
 Amman, Mrs. J.
 Anderegg, Dolores
 Anderegg, Mr. and Mrs. Hans
 Anonymous
 Anpagnans, Chris
 Arnold, Sophie
 Bachman, Mr. and Mrs. Fritz
 Bader, Chas. A.
 Baderscher, Mr. and Mrs. Chas.
 Baertschiger, Herman
 Bangerter, Mr. and Mrs. Adolph
 Barban, Mr.
 Bartholdi, A.
 Bauer, Mr. and Mrs. George
 Baumgartner, Gus
 Beck, Frank
 Beck, Marie
 Biederman, Martha
 Bischofsberger, John A.
 Bluemli, Mr.
 Boss, Rosa
 Bradner, Mrs. Ida
 Braunwalder, Emil
 Brechbuehl, Emil
 Brennan, Mrs. Sophie
 Britschgi, Carl
 Brombacher, Mrs. J. E.
 Brunold, Mrs. Rosa
 Bryan, Mr. and Mrs. R.
 Buff, Conrad
 Buhler, Mr. and Mrs. Otto
 Eurgin, Mrs. M.
 Burkard, Hans
 Butikofer, Mr. and Mrs. Fred
 Cadruvi, Jacob
 Casser, Mr. and Mrs. Julius
 Dreyer, Mr. and Mrs. Ernest
 Doty and Didy
 Dubach, Mr.
 Dube, Mrs. Alma
 Durrer, Teddy
 Edmonds, Dorothy
 Eggnauer, Gabrielle
 Frey Hotel, Seattle
 Frich, Mr. and Mrs. John
 Fuchs, Ernst
 Gemperle, Mr. and Mrs. Fred
 Gfeller, Mr. and Mrs.
 Graf, Mr. and Mrs. Paul
 Greenfield, Tony
 Grether, Mrs. Bertha
 Grob, Mr. and Mrs. E.
 Grueter, Mr. and Mrs.

Hagg, Joseph
 Haudenschild, Mr. and Mrs. Otto
 Herman, Ernest
 Herren, Albert
 Heyer (Walter) Family
 Hofer, Julius
 Horn, Mrs. Rosa
 Hostetter, Fred
 Huber, Emil
 Hurzeler, August
 Inderbitzen, Joe
 Janka, Mr. and Mrs.
 Kaegy, Emil
 Kaelin, Mr. and Mrs. O. A.
 Kaser, Mrs. Lena
 Kaufmann, John
 Kellerhals, Mr. and Mrs. George
 Kellerhals, Lillian
 Kempter, Emil
 Kienast, Albert
 Kiener, O. B.
 Kilchenman, Julius
 Kissling, Mr. and Mrs. W.
 Koenig, Mr. and Mrs. E.
 Kuhn, Mr. and Mrs. Jack
 Kurmann, Anton
 Landauer, Fred M.
 Landolt, Mr. and Mrs. John
 Lauber, Mr. and Mrs. Roger
 Lauper, Ernest
 Lerner, Mr. (Canada)
 E. Lockett & Son
 Loosli, Miss Ida
 Luthiger, L.
 Maienberg, Mortiz
 Maier, Otto
 Maas, George
 Michel, Herman
 Moser Boys
 Muehlethaler, Mr. and Mrs. Max
 Muller, Jacob
 Muller, Teddy
 Neuburger, Hugo
 Niederhauser, Mr. and Mrs.
 Nier, Dr. H.
 Omlin, Mr. and Mrs.
 Onleiter, Mathilde
 Petit, Albert
 Pfister, Charles
 Pfister, Ernest
 Reber, Mrs. Louise
 Reber, Mrs. L. (Egli)
 Renfer, Dr.
 Rietman, Martin
 Rihs, Mr. Fred
 Ritchie, Mr. and Mrs. W. A.
 Rohner, Mr. and Mrs. Werner

Rohrer, Balz
 Roulet, Mr. and Mrs. George
 Ruchti, Louise
 Ruebli, Mr. and Mrs. Roman
 Sanger, Mr. and Mrs. Tony
 Schaarschmidt, Mrs.
 Schaublin, Consul (Seattle)
 Scheidegger, Alice
 Schenk, Mr. and Mrs. Walter
 Schild, Paul
 Schlatter, Mr. and Mrs. Fred
 Schlosser, Anna
 Schmid, Consul Walter
 Schoenbaechler, Meinert
 Schoenenberger, Family
 Siegrist, Mr. and Mrs. J.
 Soller, Alice
 Soma, Chas.
 Spichtig, Joe
 Stevens, Anna
 Stoll, Adolf
 Strutt, Mr. and Mrs. Sigmund
 Sturzenegger, Mr. and Mrs. Henry
 Sulzer, Mr. and Mrs. John
 Sulzer, Mrs. Rose
 Suter, Mr. and Mrs. John H.
 Tellenbach, Mr. and Mrs. Fred
 Thierstein, Mrs. E.
 Tommen, Fritz
 Trosch, Mr. Walter
 Tschudin, Mr. and Mrs. C.
 Van Wyl, Bartha
 Vogel, Mrs. Leo
 Vogel, Mrs. Marie
 Von Ah, Mr. and Mrs. Joe
 Von Ah, Mr. and Mrs. Louis
 Von Flue, Pius
 Waeny, James
 Walser, Mr. and Mrs. E.
 Walsma, Henry
 Warner, John
 Weber, Chas.
 Weber, Mr. and Mrs. Jacob
 Werner, Mr. and Mrs. Albert
 Wheeler, Mr. and Mrs. Ed.
 Wick, Mr. and Mrs. Emil
 Wick, Paul J.
 Wood, Ernst
 Zesiger, Mr. and Mrs. Emil
 Zinniker, Mr. and Mrs. Paul
 Zirtschinger, Dr.
 Zivi, Hugo
 Zoellig, Mr. and Mrs.
 Zumstein, Mr. and Mrs. Pete
 Zurgilgen, Mr.
 Zwicki, Mr. and Mrs. John

How to go there . . .

